

**City of Seattle – Seattle Public Utilities (SPU)  
2009 Solid Waste Marketing Outreach  
Asian Community Focus Group Study – Final Report  
Draft v.1  
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## **1.0 Project Overview**

### **a) Background and Objectives**

Beginning March 30, 2009, Seattle Public Utilities (SPU) plans to implement new solid waste programs that include more recycling options and food and yard waste collection services to Seattle residents. This new recycling program includes the ability to recycle more items with less sorting in addition to curbside and "beyond the curb" collection services. In addition, approximately 40,000 households will receive the food waste collection service as a requirement or opt out to compost their food waste in their yards, respectively. Many customers may also receive a new garbage / recycling / yard waste hauler and collection day. Finally, solid waste rates are expected to increase.

Many of these changes may cause confusions and concerns to Seattle residents. As a result, SPU staff has retained our consulting services to conduct focus groups and to gain insight and feedback from Seattle's underserved communities, namely the Asian communities, on respective marketing and educational materials to be used in the solid waste marketing campaign for early 2009. The Asian Community Focus Group Study strives to accomplish the following goals:

- i. To serve as a supplement to the overall general market study conducted by SPU staff and consultants by gaining insight and feedback from the Asian communities including Chinese-Cantonese, Chinese-Mandarin, Filipino, Korean and Vietnamese on preliminary SPU solid waste marketing materials comprehension and effectiveness;
- ii. To develop recommendations for culturally-competent SPU solid waste and general marketing methods with the Asian communities in an effective, efficient and cost-effective way, ultimately improving overall SPU customer service to the Asian communities.

### **b) Key Assumptions**

Six dominant ethnic groups comprise the Asian race as recorded by the U.S. Census Bureau. They include the Asian-Indian, Chinese, Filipino, Japanese, Korean and Vietnamese. Based on the Census 2000, Seattle's largest Asian ethnic populations are Filipino, Chinese, Korean and Vietnamese in order of rank, respectively. As a result, it was determined by SPU staff that the focus group studies be concentrated on the Filipino, Chinese (Cantonese and Mandarin), Korean and Vietnamese communities.

Our team recruited, screened and selected between 8-10 participants per focus group totaling 91 participants spanned over 10 focus groups in all – a strong sample size to gain credible feedback and survey results from the Asian communities. Though proving to be a solid sample size in terms of numbers, the project study still presented several research challenges.

First, the sample SPU rollout marketing materials were the majority in English for the exception of the "Where Does it Go?" piece which included translation into the various Asian study languages. This made it extremely difficult for those within the focus group that had limited English proficiency (roughly a third of the participants in the study) to be able to follow the exercises and to give useful feedback. This occurred even though several of the materials included a small section on respective collateral informing customers that they could receive more information by calling a local telephone number in-language.

Second, due to the limited English proficiency from many of the participants, interpretation was critical to communication which proved to be a challenge both in the facilitation of the

focus group and clarity in question and answer. Though we offered professional translation and interpretation services onsite, there were several occurrences in respective focus groups where information may have been lost or misinterpreted.

In addition to the language barriers during facilitation, the wide range of Asian American generation gaps at times seemed to create intimidating environments for limited English-proficient participants to speak their mind. All focus groups consisted of a good mix of Asian American generational background, whether participants were first generation, 1.5 generation, or second (or more) generation Asian Americans. First generation Asian Americans are considered to be an immigrant from their respective native land and less assimilated to American culture. 1.5 generation refers to individuals born in their respective country however have "grown up" or assimilated to American culture and lifestyle though still hold onto many of the cultural values of their native land. Second generation Asian Americans are individuals born in the United States and fully assimilated to American culture and lifestyle. One can speculate that the combination of not fully understanding the English collateral and / or questions plus other group members being able to give thorough comment and feedback may have prevented first generation focus group members to give full comment and feedback

Another key assumption should consider that the general market focus group studies focused on three different groups: a) single-family home dwellers with yard waste, b) single-family home dwellers without yard waste and c) apartment / condominium dwellers. Our focus group studies focused on two groups: a) single-family home dwellers with or without yard waste and b) apartment / condominium dwellers. Results may differ from the general market study based on these inconsistencies.

The time period allowed for focus group recruitment and facilitation was extremely challenging and should also be considered as a key assumption. At the time when the final draft of the focus group screener questionnaire was available for distribution on October 27<sup>th</sup>, our firm had to conduct its first focus group session (Vietnamese single-family and multi-family) on November 15<sup>th</sup> and finish all 10 focus groups by November 25<sup>th</sup>. This was necessary in order to compile all results and to produce a final report by December 12<sup>th</sup>. Should our firm be provided with more time within the project schedule, the final report may include more comprehensive findings.

Lastly, we should not ignore two other key Asian ethnic groups within the Asian cultural group including Asian-Indian and Japanese populations. Having the ability to conduct focus groups for all six dominant Asian ethnic groups would prove to be more accurate in overall Asian community responses and key findings.

## **2.0 Focus Group Recruitment Strategy**

Given our time limitations in project schedule for outreach, our focus group recruitment strategy concentrated on two primary methods to solicit a qualified sample for each Asian ethnic group. Through the combination of the following two factors were we able to generate a successful sample size for each of the Asian community focus groups:

- a) Asian-Targeted Public Relations
- b) Key Organizations and Stakeholders

### **a) Asian-Targeted Public Relations**

Our public relations and focus group awareness campaigns relied on our strong relationships with various Asian print publications. Press releases were distributed to the local in-language print media to promote the study as a regular news announcement as opposed to display

advertising. In addition, electronic news releases were sent to Asian professional associations or memberships which in turn, were able to relay to their respective e-mail distribution lists. The following are descriptions of our various approaches to each of the respective Asian cultural groups and their respective outreach efforts.

#### Chinese – Cantonese

Our firm capitalized on its strong relationship with several Seattle Chinese-language print publications to promote the study. Press releases were sent to the *Seattle Chinese Post* and *The Seattle Chinese Times* for inclusion as a news announcement. Current existing relationships with these language publications allowed us to place editorial content and for positive promotional exposure to solicit a qualified sample.

In addition, electronic announcements were distributed to membership associations and their lists that included a strong Cantonese-Chinese demographic including The Greater Seattle Chinese Chamber of Commerce, National Association of Asian American Professionals (NAAAP) Seattle Chapter and Organization of Chinese Americans. All releases notified interested participants to contact our firm for additional details and to take the focus group screener questionnaire in order to qualify.

#### Chinese – Mandarin

Press releases were sent to Seattle Chinese-language print publications *Asia Today* and *World Journal*. Press releases were sent to these local newspapers for inclusion as a short announcement.

In addition, electronic announcements were distributed to membership associations and their lists comprised of a strong Mandarin-Chinese demographic including the Taiwanese American Professional Society and NAAAP Seattle Chapter.

#### Filipino

Press releases were distributed to the two most widely-read local Filipino newspaper publications, *The Filipino American Herald* and *The Filipino American Bulletin*. Again, relying on the strength of our agency's relationship to both publications allowed for inclusion into respective publications.

Electronic announcements were also distributed to the Filipino Community of Seattle and Filipino Chamber of Commerce along with their respective lists.

#### Korean

Press releases were distributed to both the *The Korea Post* as well as the *The Korean Central Daily*, Seattle's most circulated Korean print publications. Like the other Asian ethnic groups, our agency's strong relationship to both publications allowed for inclusion.

Electronic announcements were distributed to the Korean American Voters Alliance and the National Association of Asian American Professionals Seattle Chapter, tapping into the strong Korean membership.

#### Vietnamese

Press releases were distributed to the largest local Vietnamese community print newspapers, *Nguoi Viet Tay Bac* and *The Seattle Viet Times*. However, due to the short turnaround time for inclusion at press time, the news announcement was not included in *The Seattle Viet Times*.

Electronic announcements were also distributed to the NAAAP Seattle Chapter as well as the Washington Association of Vietnamese Americans Chamber in order to reach a strong database of Vietnamese community members.

## **b) Key Organizations and Stakeholders**

Contacting key organizations and stakeholders within the respective Asian communities was another recruitment strategy in obtaining a qualified focus group sample. Key leaders and decision-makers within each Asian community act as “trusted advocates” and have the ability to inform and / or influence members within their community to participate when necessary.

In the following, are respective organizations from which our firm contacted that have key leaders with whom were able to spread the word about the project to their respective contacts and those whom expressed interested. Again, all interested participants were instructed to contact our agency for additional details and for the focus group screener questionnaire.

### Chinese – Cantonese

Our firm contacted PCG and International District Housing Alliance (IDHA) to reach out to the Cantonese-Chinese speaking community for focus group recruitment.

PCG is a Seattle-based public relations firm that has several years of experience in reaching out to the Cantonese-Chinese community, particularly within the Chinatown-International District. The organization’s strong relationship to the Chinese community, especially the Cantonese population, was extremely helpful in recruitment and outreach efforts.

IDHA is a non-profit community organization that has a strong focus on low-income and affordable housing for elderly immigrant and refugee populations throughout King County. They are most concentrated within the Chinatown-International District and have a strong percentage of Cantonese-Chinese as their clientele. Their influence and reach to the Chinese elderly residents within Asian communities was also effective.

### Chinese – Mandarin

Our firm contacted the Chinese Information & Services Center (CISC) to reach out to the Mandarin-Chinese speaking community for focus group recruitment.

CISC is a non-profit community organization dedicated to the assistance of cultural and language immersion for first generation immigrants. Their reach to first-generation Chinese Americans provided strong recruitment potential for focus group participants in the study.

### Filipino

Our firm contacted the National Federation of Filipino American Associations (NaFFAA) Region 7 and Filipino Community of Seattle (FCS) to reach out to the Tagalog-speaking community for focus group recruitment.

NaFFAA Region 7 is a non-profit community organization dedicated to the advocacy of Filipino American rights and welfare. Their recent task to host the 8<sup>th</sup> National NaFFAA Empowerment Conference brought strong visibility and awareness to the Filipino American community in Seattle. NaFFAA Region 7 was a strong and credible resource for targeting the Filipino American community across all age ranges.

FCS is a non-profit community organization dedicated to the teaching and promotion of Filipino culture, heritage and tradition. FCS also serves as the landlord of the Filipino Community Center which hosts several day programs for seniors and a practice facility for the Filipino

Youth Activities Drill Team. The FCS has several hundred members within the organization and is represented across all ages, primarily in the youth and elderly populations.

#### Korean

Our firm contacted Morning Star Korean Cultural Center to reach out to the Korean-speaking community for focus group recruitment.

Though the non-profit community organization is based in Lynnwood, Morning Star has strong influence and representation from the Korean community throughout Western Washington. Serving the Korean community as a cultural institution, Morning Star offers traditional and contemporary music, dance and art instruction in addition to housing a Korean pre-school and library. Morning Star has a strong reach to the first, 1.5 and second generation Korean Americans across all age ranges.

#### Vietnamese

Our firm contacted Tet in Seattle (TIS) to reach out to the Vietnamese-speaking community for focus group recruitment.

TIS is non-profit community organization dedicated to the teaching and promotion of Vietnamese culture, heritage and traditions. TIS is largely known for their production of the annual Lunar New Year event held at the Seattle Center – drawing thousands to Fisher Pavilion to feature Vietnamese food, arts and entertainment. TIS is operated by a strong group of dedicated volunteers and includes a network of several hundred members and has strong representation among the 1.5 and second generation Vietnamese American segment.

### **3.0 Focus Group Participant Summary**

#### **a) Study Composition**

Through a combination of recruitment strategies listed above in Section 2.0, we were able to recruit a total of 91 participants from within the Asian communities spread over 10 focus groups. The goal was to reach a maximum of 10 participants per focus group – two focus groups per Asian cultural group (one focus group targeting single-family home dwellers and one focus group concentrated on apartment / condominium otherwise known as multi-family home dwellers). Again, the Asian communities represented within this study included Chinese-Cantonese, Chinese-Mandarin, Filipino, Korean and Vietnamese.

All study participants were either homeowners or renters living within the SPU service area and was the adult person responsible for the garbage and recycling within their respective households. Participants were accepted on a first-come, first-serve basis once the recruitment screener questionnaire was submitted to our agency or until the focus group study per single Asian cultural group reached 10 participants.

For detailed focus group participant data, please refer Section 6.0.b.

#### **b) Key Demographic Information by Ethnicity and Group**

The following is a summary of key demographic information per Asian community segmented by single-family (SF) home and multi-family (MF) home dweller.



### **i) Chinese-Cantonese Single-Family (SF) Home Dwellers**

#### Focus Group Size

The focus group provided 10 Cantonese-Chinese SF participants.

#### Housing Type

Nine participants lived in a single-family home. One participant lived in a townhouse.

#### Type of Garbage and Recycling Collection

All 10 participants used personal carts, bin or cans for their single-family homes.

#### Food and Yard Waste Recycling Service

The focus group presented an audience that had food and / or yard waste recycling services. Seven participants indicated "yes" to having food and / or yard waste recycling services. Three participants indicated "no."

#### Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented a balance of responses to frequency of putting leftover food waste into the yard waste cart. Five participants indicated "every week" to putting leftover food waste into their yard waste cart. One participant indicated "every month." One participant indicated "less than every month." Three participants indicated "never."

#### Composting Leftover Food Waste

The focus group presented an audience that does not compost. All 10 participants indicated "no" when asked if they composted left over fruit, vegetables or other food waste.

#### Home Owners or Renters

The focus group presented an audience with a balanced number of home owners and renters. Five participants indicated that they own their home. Four participants indicated that they rent. One participant declined to answer.

#### Household Size

The focus group presented an audience with primarily a smaller household size. One participant indicated their household size to be "one" (the participant themselves). Six participants indicated "2 to 3." Three participants indicated "4 to 5." One participant indicated "6 or more."

#### Age

The focus group presented an audience with a balanced mix and wide age-range from 20 to 60 and over. Two participants indicated their age range to be "20 to 29." Three participants indicated "30 to 39." Three participants indicated "40 to 49." One participant indicated "50 to 59." One participant indicated "60 and over."

#### Household Income

The focus group presented an audience with a lower to moderate level of household income. Three participants indicated a household income to be "less than \$25,000." Six participants indicated "\$25,000 to \$50,000." One participant indicated "\$150,000 or more."

#### Gender

Seven participants were male and three participants were female.

### **ii) Chinese-Cantonese Multi-Family (MF) Home Dwellers**

#### Focus Group Size

The focus group provided 10 Cantonese-Chinese MF participants.



Housing Type

The focus group presented an audience with a balanced of housing types. Seven participants lived in an apartment complex. Two participants lived in a condominium. One participant lived in a duplex.

Type of Garbage and Recycling Collection

All 10 participants used a shared dumpster within their respective living complexes.

Food and Yard Waste Recycling Service

The focus group presented an audience that primarily had food and / or yard waste recycling services. Eight participants indicated "yes" to having food and / or yard waste recycling services. Two participants indicated "no."

Frequency of Putting Leftover Food Waste into Yard Waste Cart

Five participants indicated "every week" to putting leftover food waste into their yard waste dumpster. Five participants indicated "never."

Composting Leftover Food Waste

One participant indicated "yes" when asked if they composted left over fruit, vegetables or other food waste. Nine indicated "no."

Home Owners or Renters

Three participants indicated that they own their home. Seven participants indicated that they rent.

Household Size

Six participants indicated their household size to be "one." Three participants indicated "2 to 3." One participant indicated "4 to 5."

Age

The focus group presented a primarily younger and older audience with a wide-range in ages from 20 to 59. Five participants indicated their age range to be "20 to 29." One participant indicated "30 to 39." One participant indicated "40 to 49." Three participants indicated "50 to 59."

Household Income

The focus group presented an audience with a lower to moderate level of household income. Six participants indicated a household income to be "less than \$25,000." Two participants indicated "\$25,000 to \$50,000." One participant indicated "\$75,000 to \$100,000." One participant indicated "\$150,000 or more."

Gender

Six participants were male and four participants were female.

**iii) Chinese-Mandarin Single-Family (SF) Home Dwellers**

Focus Group Size

The focus group provided eight Mandarin SF participants.

Housing Type

The focus group presented an audience with a balanced mix of housing types. Four participants lived in a single-family home. Three participants lived in a townhouse. One participant lived in a duplex.

Type of Garbage and Recycling Collection

All eight participants used personal carts, bin or cans for their single-family homes.

#### Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does not have food and / or yard waste recycling services. Three participants indicated "yes" to having food and / or yard waste recycling services. Five participants indicated "no."

#### Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented a wide range of responses. One participant indicated "every week" to putting leftover food waste into their yard waste cart. Two participants indicated "less than every month." Five participants indicated "never."

#### Composting Leftover Food Waste

The focus group presented an audience that primarily does not compost. Two participants indicated "yes" when asked if they composted left over fruit, vegetables or other food waste. Six participants indicated "no."

#### Home Owners or Renters

Seven participants indicated that they own their home. One participant indicated that they rent.

#### Household Size

The focus group presented an audience with a smaller household size. One participant indicated their household size to be "one" (the participant themselves). Six participants indicated "2 to 3." One participant indicated "6 or more."

#### Age

The focus group presented a younger audience with also a wide age-range from 20 to 60 and over. Five participants indicated their age range to be "20 to 29." Two participants indicated "30 to 39." One participant indicated "60 and over."

#### Household Income

The focus group presented an audience with a balanced mix of household income. Two participants indicated a household income to be "less than \$25,000." Two participants indicated "\$50,000 to \$75,000." Two indicated "\$75,000 to \$100,000." One participant indicated "\$150,000 or more." One participant declined to answer.

#### Gender

The focus group presented an audience with even numbers in gender. Four participants were male and four participants were female.

### **iv) Chinese-Mandarin Multi-Family (MF) Home Dwellers**

#### Focus Group Size

The focus group provided nine Mandarin-Chinese MF participants.

#### Housing Type

The focus group presented an audience with a balanced number of housing types. Five participants lived in an apartment complex. Four participants lived in a condominium.

#### Type of Garbage and Recycling Collection

All nine participants used a shared dumpster within their respective living complexes.

#### Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does not have food and / or yard waste recycling services. One participant indicated "yes" to having food and / or yard waste recycling services. Eight participants indicated "no."

Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that primarily does not put leftover food waste into the yard waste cart. One participant indicated "every week" to putting leftover food waste into their yard waste dumpster. Seven participants indicated "never." One participant declined to answer.

Composting Leftover Food Waste

The focus group presented an audience that does not compost. All nine participants indicated "no" when asked if they composted left over fruit, vegetables or other food waste.

Home Owners or Renters

Three participants indicated that they own their home. Six participants indicated that they rent.

Household Size

The focus group presented an audience with a smaller household size. Three participants indicated their household size to be "one." Six participants indicated "2 to 3."

Age

The focus group presented an audience with a balance and wide-range in ages from 20 to 60 and over. Three participants indicated their age range to be "20 to 29." One participant indicated "30 to 39." Two participants indicated "40 to 49." Two participants indicated "60 and over." One participant declined to answer.

Household Income

The focus group presented an audience with a balance and wide-range in household income. Four participants indicated a household income to be "less than \$25,000." One participant indicated "\$50,000 to \$75,000." One participant indicated "\$75,000 to \$100,000." Two participants indicated "\$100,000 to \$150,000." One participant declined to answer.

Gender

The focus group presented an audience with balanced numbers in gender. Five participants were male and four participants were female.

**v) Filipino Single-Family (SF) Home Dwellers**

Focus Group Size

The focus group provided eight Filipino SF participants.

Housing Type

All eight participants lived in a single-family home.

Type of Garbage and Recycling Collection

All eight participants used personal carts, bin or cans for their single-family homes.

Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does have food and / or yard waste recycling services. Five participants indicated "yes" to having food and / or yard waste recycling services. Three participants indicated "no."

Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that primarily does put leftover food waste into the yard waste cart. Five participants indicated "every week" to putting leftover food waste into their yard waste cart. Three participants indicated "never."

Composting Leftover Food Waste

The focus group presented an audience that primarily does not compost. One participant indicated "yes" when asked if they composted left over fruit, vegetables or other food waste. Seven participants indicated "no."

Home Owners or Renters

Five participants indicated that they own their home. Three participants indicated that they rent.

Household Size

The focus group presented an audience with a smaller household size. One participant indicated their household size to be "one" (the participant themselves). Six participants indicated "2 to 3." One participant indicated "4 to 5."

Age

The focus group presented a younger and older audience mix with a wide range in ages from 20 to 60 and over. Four participants indicated their age range to be "20 to 29." Two participants indicated "50 to 59." Two participants indicated "60 and over."

Household Income

The focus group presented an audience with a balanced mix of household income. Three participants indicated a household income to be "\$25,000 to \$50,000." Two participants indicated "\$50,000 to \$75,000." Two indicated "\$75,000 to \$100,000." One participant indicated "\$150,000 or more."

Gender

Three participants were male and five participants were female.

**vi) Filipino Multi-Family (MF) Home Dwellers**

Focus Group Size

The focus group provided eight Filipino MF participants.

Housing Type

Six participants lived in an apartment complex. Two participants lived in a condominium.

Type of Garbage and Recycling Collection

All eight participants used a shared dumpster within their respective living complexes.

Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does have food and / or yard waste recycling services. Five participants indicated "yes" to having food and / or yard waste recycling services. Three participants indicated "no."

Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that primarily does not put leftover food waste into their yard waste dumpster. One participant indicated "every week." Seven participants indicated "never."

Composting Leftover Food Waste

The focus group presented an audience that does not compost. All eight participants indicated "no" when asked if they composted left over fruit, vegetables or other food waste.

Home Owners or Renters

All eight participants indicated that they rent.

Household Size

The focus group presented an audience with a smaller household size. Three participants indicated their household size to be "one." Four participants indicated "2 to 3." One participant indicated "6 or more."

Age

The focus group presented primarily a younger audience and a wide-range in ages from 20 to 60 and over. Six participants indicated their age range to be "20 to 29." Two participants indicated "60 and over."

Household Income

The focus group presented an audience with lower to moderate level of household income. Two participants indicated a household income to be "less than \$25,000." One participant indicated "\$25,000 to \$50,000." Five participants indicated "\$50,000 to \$75,000."

Gender

Six participants were male and two participants were female.

**vii) Korean Single-Family (SF) Home Dwellers**

Focus Group Size

The focus group provided 10 Korean SF participants.

Housing Type

Nine participants lived in a single-family home. One participant lived in a townhouse.

Type of Garbage and Recycling Collection

All 10 participants used personal carts, bin or cans for their single-family homes.

Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does have food and / or yard waste recycling services. Eight participants indicated "yes" to having food and / or yard waste recycling services. Two participants indicated "no."

Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that primarily does put leftover food waste into their yard waste dumpster and on an frequent basis. Six participants indicated "every week" to putting leftover food waste into their yard waste cart. Two participants indicated "every month." Two participants indicated "never."

Composting Leftover Food Waste

The focus group presented an audience that does not compost. All 10 participants indicated "no" when asked if they composted left over fruit, vegetables or other food waste.

Home Owners or Renters

Nine participants indicated that they own their home. One participant indicated that they rent.

Household Size

The focus group presented an audience with a larger household size. Three participants indicated their household size to be "2 to 3." Two participants indicated "4 to 5." Five participants indicated "6 or more."

Age

The focus group presented a younger and older audience with a wide range in ages from 20 to 60 and over. Two participants indicated their age range to be "20 to 29." One participant

indicated "30 to 39." Four participants indicated "50 to 59." Two participants indicated "60 and over." One participant declined to answer.

#### Household Income

The focus group presented an audience with a higher level of household income. Four indicated a household income to be "\$75,000 to \$100,000." Two participants indicated "\$100,000 to \$150,000." Two indicated "\$150,000 or more." Two participants declined to answer.

#### Gender

Six participants were male and four participants were female.

### **viii) Korean Multi-Family (MF) Home Dwellers**

#### Focus Group Size

The focus group provided 10 Korean MF participants.

#### Housing Type

All 10 participants lived in an apartment complex.

#### Type of Garbage and Recycling Collection

All 10 participants used a shared dumpster within their respective living complexes.

#### Food and Yard Waste Recycling Service

The focus group presented an audience that does have food and / or yard waste recycling services. All 10 participants indicated "yes" to having food and / or yard waste recycling services.

#### Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that primarily does not put leftover food waste into their yard waste dumpster. Two participants indicated "every week" when asked if they put leftover food waste into their yard waste dumpster. One participant indicated "less than every month." Seven participants indicated "never."

#### Composting Leftover Food Waste

The focus group presented an audience that does not compost. All 10 participants indicated "no" when asked if they composted left over fruit, vegetables or other food waste.

#### Home Owners or Renters

All 10 participants indicated that they rent.

#### Household Size

The focus group presented an audience with a smaller household size. Four participants indicated their household size to be "one." Five participants indicated "2 to 3." One participant indicated "4 to 5."

#### Age

The focus group presented primarily an older audience and a range in ages from 30 to 60 and over. Two participants indicated their age range to be "30 to 39." Two participants indicated "40 to 49." Two participants indicated their age range to be "50 to 59." Four participants indicated "60 and over."

#### Household Income

The focus group presented an audience with a balanced range in household income. Two participants indicated a household income to be "less than \$25,000." Two participants indicated "\$25,000 to \$50,000." One participant indicated "\$50,000 to \$75,000." One

participant indicated "\$75,000 to \$100,000." Two participants indicated "\$100,000 to \$150,000." Two participants indicated "\$150,000 or more."

#### Gender

Four participants were male and six participants were female.

### **ix) Vietnamese Single-Family (SF) Home Dwellers**

#### Focus Group Size

The focus group provided 10 Vietnamese SF participants.

#### Housing Type

Nine participants lived in a single-family home. One participant lived in a duplex.

#### Type of Garbage and Recycling Collection

All 10 participants used personal carts, bin or cans for their single-family homes.

#### Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does have food and / or yard waste recycling services. Eight participants indicated "yes" to having food and / or yard waste recycling services. Two participants indicated "no."

#### Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that has a balance of those that do and does not put leftover food waste into their yard waste dumpster. Four participants indicated "every week" to putting leftover food waste into their yard waste cart. Six participants indicated "never."

#### Composting Leftover Food Waste

The focus group presented an audience that primarily does not compost. Two participants indicated "yes" when asked if they composted left over fruit, vegetables or other food waste. Eight participants indicated "no."

#### Home Owners or Renters

The focus group presented an even number of home owners and renters. Five participants indicated that they own their home. Five participants indicated that they rent.

#### Household Size

The focus group presented an audience with a larger household size. Two participants indicated their household size to be "2 to 3." Four participants indicated "4 to 5." Four participants indicated "6 or more."

#### Age

The focus group presented a younger audience with a range of ages from 20 to 59. Five participants indicated their age range to be "20 to 29." Three participants indicated "30 to 39." One participant indicated "40 to 49." One participant indicated "50 to 59."

#### Household Income

The focus group presented an audience with a low to moderate and wide range in household income. Three indicated a household income to be "less than \$25,000." Four participants indicated "\$25,000 to \$50,000." One participant indicated "\$50,000 to \$75,000." One participant indicated "\$75,000 to \$100,000." One indicated "\$100,000 to \$150,000"

#### Gender

Six participants were male and four participants were female.



## **x) Vietnamese Multi-Family (MF) Home Dwellers**

### Focus Group Size

The focus group provided eight Vietnamese MF participants.

### Housing Type

Six participants lived in an apartment complex. One participant lived in a condominium complex. One participant lived in a duplex.

### Type of Garbage and Recycling Collection

All eight participants used a shared dumpster within their respective living complexes.

### Food and Yard Waste Recycling Service

The focus group presented an audience that primarily does not have food and / or yard waste recycling services. Three participants indicated "yes" to having food and / or yard waste recycling services. Five participants indicated "no."

### Frequency of Putting Leftover Food Waste into Yard Waste Cart

The focus group presented an audience that primarily does not put leftover food waste into their yard waste dumpster. One participant indicated "every week" when asked if they put leftover food waste into their yard waste dumpster. Seven participants indicated "never."

### Composting Leftover Food Waste

The focus group presented an audience that primarily does not compost. One participant indicated "yes" when asked if they composted left over fruit, vegetables or other food waste. Seven participants indicated "no."

### Home Owners or Renters

Two participants indicated that they own their home. Six participants indicated that they rent.

### Household Size

The focus group presented an audience with a smaller household size. One participant indicated their household size to be "one" (the participant themselves). Six participants indicated "2 to 3." One participant indicated "4 to 5."

### Age

The focus group presented a balance and wide range in ages from 20 to 60 and over. Four participants indicated their age range to be "20 to 29." One participant indicated "30 to 39." One participant indicated their age range to be "40 to 49." Two participants indicated "60 and over."

### Household Income

The focus group presented an audience with lower to moderate levels of household income. Five participants indicated a household income to be "less than \$25,000." One participant indicated "\$25,000 to \$50,000." One participant indicated "\$75,000 to \$100,000." One participant indicated "\$100,000 to \$150,000." Two participants indicated "\$150,000 or more."

### Gender

The focus group presented an audience with a balanced number in gender. Four participants were male and four participants were female.

## **4.0 Summary of Key Findings**

### **a) Asian Community Single-Family (SF) Home Dweller Responses**

### **i) Mass Advertising Concept Testing – Asian Community SF Groups**

The various Asian community SF focus groups were asked to give qualitative feedback with preliminary mass advertising concepts created by SPU staff and consultants. The mass advertising concepts included transit billboard messaging (text only), transit billboard displays and radio messaging. The participants were also asked to evaluate which version of the preliminary concepts they liked the best and reasons why.

#### Ad Concept Testing: Transit Billboard Text

Four out of five Asian community SF groups indicated Concept 3 to be the strongest sample:

Concept 3  
Recycling. A new day. A new way.  
Better recycling comes to Seattle March 30<sup>th</sup>.

Many focus group participants responded to the phrase, “A new day. A new way” in a positive way because it was “catchy” and something “easy to remember.” Other supportive comments for Concept 3 included its simplicity and ease of comprehension. Many participants felt that it was very appropriate for a transit billboard with limited time for impressions.

Several participants from various Asian community SF groups also had strong preferences to Concept 1:

Concept 1  
Quieter trucks. More pickups. Recycle more paper, plastic, food & metal.  
Better recycling comes to Seattle March 30

Participants liked the descriptive nature and detail of Concept 1 knowing more about the recyclable materials. The biggest concern however was related to its lengthiness and inability for someone to read the billboard fully on-street while displayed on a bus.

It is also important to note that an estimated 30-percent of the Asian community SF focus group participants were unable to read English and thus, were not able to participate in the exercise. For those participants that were unable to read English, our staff members verbally translated the concepts to respective individuals.

Concepts 2, 4 and 5 (see Section 6.0.e) were the least favorite of the Asian community SF groups. Many participants did not grasp the messaging or its intentions. Words and phrases such as “Reinvented,” “Small is the new big...” and “Better recycling is on the horizon” were difficult to understand for many group members even during interpretation. In addition, direct translation to these respective concepts made no sense in respective Asian languages and thus was useless to gain valuable feedback.

#### Ad Concept Testing: Transit Billboard Creative

The strongest transit bill board creative samples were Concepts 5, 7 and 8 (see Section 6.0.f) in no particular rank of order.

Concept 5 featured simple, clear and easy to understand graphics and messaging (copy) from which many Asian community SF groups preferred. In addition, several mentions were made about preference to the inclusion of the “recycling symbol” (triangular arrows) that indicates something related to recycling though it could be made more visible (light colored triangle on a darker background).

Many participants also liked Concept 7 because it was clean and simple in addition to making easy references to the color green and its implications to recycling. However, several

comments were made about how it reminded the participants of a highway or freeway sign, which several participants eluded to potential positive effects because of its attention draw.

Concept 8 featured cartoon characters from which the majority thought was “cute.” However, concerns were raised about the intended audience for which these cartoons would be speaking to (children) and whether it was appropriate for the general and Asian audiences. In addition, several critiques about it being too “boring” and simple were made due to lack of color.

Concepts 3, 4 and 6 (see Section 6.0.f) were the least favorite of the Asian community SF groups. Many had a difficult time discerning what the graphics and images were supposed to be which caused confusion. In addition, Concept 6 was considered “too busy” and “cluttered.”

It is important to note that transit billboard display testing was easier to elicit feedback from non-English speaking participants from various Asian community SF groups since images are still intended to communicate messaging. However, preferences to certain billboard creative or graphics did not necessarily constitute the full understanding or comprehension of the billboard message itself.

#### Ad Concept Testing: Radio Messaging

The Asian community SF groups had stronger preferences to Concepts 2 and 3 rather than Concept 1 (see Section 6.0.g):

##### Concept 2

###### :20 Station Read

Seattle's a national leader in recycling, and now Seattle Public Utilities is making it even better – and easier. Beginning March 30<sup>th</sup> you'll be able to recycle more items – including food waste. Seattle residents will also have curbside collection services for electronics, used motor oil, and bulky items. Recycling in Seattle – now easier for you, better for the planet. Check your mailbox for details.

Several participants liked the initial phrase “Seattle's a national leader in recycling” indicating pride for living in an environmentally-friendly and recycle-leading city. Concept 2 also provided many details similar to Concept 3 though it seemed to be shorter and more appropriate for a radio commercial due to their limited attention span.

##### Concept 3

###### :30 Station Read

It's time to think outside the bin. Seattle Public Utilities is proud to announce improvements that will make recycling even easier – and better for the environment. Beginning March 30<sup>th</sup> you'll be able to recycle more paper, plastic and metal items, plus food waste, including: meat, fish and dairy scraps. Seattle residents will also be able to put electronics, used motor oil, and bulky items out on the curb for pickup. The next stage in recycling. Easier for you, better for the planet. Check your mailbox for details.

Many participants enjoyed the initial phrase “It's time to think outside the bin” stating that it was “catchy” and “creative.” Concept 3 also included the most comprehensive descriptions of changes beginning on March 30<sup>th</sup> from which many of the participants preferred.

It is also important to note that an estimated 30-percent of focus group participants were had limited English proficiency and were not able to participate in the exercise. Interpretation was not provided for this exercise due to the time constraints and disruption to the facilitation of the focus group.

#### Other Advertising or Notification Options

The Asian community SF groups indicated additional options for which to receive information including Asian in-language print advertising through newspapers and magazines, radio and television. In addition, mentions of reaching out to community-based groups and faith-based organizations would be extremely helpful in spreading the word about changes to solid waste collection services. Dumpster displays and information flyers would be extremely helpful as well.

Participants strongly discouraged phone calls placed to individual households.

## **ii) Marketing and Communication Materials Testing – Asian Community SF Groups**

The various Asian community SF focus groups were also asked to give qualitative feedback for preliminary marketing and communication materials created by SPU staff and consultants. The marketing and communication materials included a "Curb Waste & Conserve" newsletter piece, "Collection Calendar" piece and "Where Does It Go?" piece. The participants were also asked to provide their understanding of service changes (if any), most important pieces of information, and anything unclear from the various marketing collateral. Finally, the participants were asked to provide comments and concerns with the "Food and Yard Waste" and "Rates" sections from respective pieces.

### "Curb Waste & Conserve" Newsletter Piece

The key pieces of information drawn from the newsletter piece regarding the Asian community SF groups included the following:

- "Meat, fish and dairy scraps accepted in your food and yard waste cart."
- "Glass bottles and jars go in your regular recycling cart – no more separating!"
- "Electronics, used motor oil and bulky items collected through a special new service!"
- "A new collection day for some households."

Several participants among the various Asian community SF groups did not notice there was a new food waste service from glancing at the newsletter because the piece did not elude to the food and yard waste cart as being something "new." The question of "quieter trucks" also frequently came up with participants wanting further clarification of what "quieter" implied and how this could be possible.

The Asian community SF groups collectively felt that the newsletter piece was too text heavy and needed more graphics and images to add appeal. A large majority of the group mentioned that they would not take the time to read the newsletter because it appeared to look like "junk mail."

In addition, it is also important to note that an estimated 30-percent of focus group participants had limited English proficiency and were only able to look at the graphics and images on the newsletter, thus not allowing them to fully participate in the exercise. In-language translation was critical for complete understanding of the piece. Interpretation was not provided for this exercise due to the time constraints and disruption to the facilitation of the focus group.

None of the limited English proficient participants noticed the telephone helpline for more information. Several non-English speakers mentioned they would call the helpline for more information if they knew there were interpretation services provided and that it was clearly identified in the newsletter piece.

### "Collection Calendar" Piece

The Asian community SF group generally felt that the Collection Calendar piece was helpful and provided more clarity than the newsletter piece. Many participants indicated that the piece showed good depiction of where to put items into respective waste and recycling carts.

However, several questions and concerns did arise with many participants unclear to as the functional purpose of the calendar piece since it was an odd-size fold and seemed too large with too much information to be posted at any one place for easy reference.

Under "Collection Services," participants at first glance were mistaken with recycling and disposal of materials in the "Beyond Curb" and "Other Collection Services" sections such as TVs, laptops, clothes and furniture thinking they were able to put these items into a regular recycling container. Many participants' initial reaction showed much excitement to this possible feature. This may be due in part since all other sections had waste items that went into respective containers (i.e. Food and Yard Waste, Recycling and Garbage).

Additional questions and concerns with "Collection Services" included the need for clarity for the appropriate disposal of diapers, electronic wires and medical supplies (or lack of photos of needles in the case of diabetics or other persons with medical applications at home).

Several participants voiced their concerns making inferences to corresponding increased rates with the additional bins provided for food and yard waste collection.

No negative comments or questions were provided for the "Collection Calendar" section. Participants were able to understand the calendar and felt that it was useful.

Again, it is important to note that an estimated 30-percent of focus group participants had limited English proficiency. However, the majority of the limited-English proficient participants were able to understand that items under each section within the "Collection Services" (i.e. Food and Yard Waste, Recycling, Garbage, etc.) were intended to be go together, respectively. The group also indicated that this marketing piece was more helpful than the newsletter piece. At the same time, the limited English proficient participants did not understand the recycling calendar or its intended purpose.

#### "Where Does It Go?" Piece

Similar to the Collection Calendar piece, the Asian community SF group felt the "Where Does It Go?" piece was generally helpful. Participants indicated that the piece showed a good depiction of where to put items into respective waste and recycling carts. In addition, the group indicated that this marketing piece may be more functional than the calendar piece and could be posted on their refrigerator for ease in accessibility. It could be improved by being one-sided for ease in viewing.

However, the piece did present some confusion among the participants related to several items within the various sections. They included discerning the difference between recyclable glass and non-recyclable broken glass, recyclable plastic bags and non-recyclable single plastic bags, and soiled paper or cardboard and clean paper or cardboard. The group also had questions about what the definition of what is acceptable for "clean" bottles and jars and what to do with medicine bottles still containing pills.

In addition, it was not entirely clear as to the rationale for the grouping of the content (many participants did not notice that the graphic items were intended to be closely placed to the content itself). Thus, several mentioned that it would be helpful to alphabetize the content (copy) within each separate section.

The "Where Does It Go?" piece was the only marketing collateral provided by SPU staff and consultants that was translated into the various Asian languages including Chinese (understood both by Cantonese and Mandarin), Korean, Tagalog (Filipino) and Vietnamese. The in-language pieces were extremely helpful and useful to the focus group participants with

limited English proficiency. Participants were able to understand with more clarity which items were for recycle carts and which were for the garbage as well as the other collection services.

"Where Does It Go?" Piece – Food and Yard Waste Section

Initially, the Asian community SF groups were favorable to have the option of disposing their food scraps into a food and yard waste cart. This attitude drastically changed however, once they realized that the food and yard waste cart would not accept plastic bags, and brought upon major concerns.

Many Asian community SF group participants indicated their use and strong preference of plastic bags to contain leftover food scraps. They were less willing to participate (disposing of food waste into the garbage bin contained with the plastic bag) or comply (disposing food scraps contained with a plastic bag in the food and yard waste bin) given these new regulations. This was the case even if they were given the option to dispose of food waste into recyclable paper bags intended for the food and yard waste cart since many Asian foods include soups, noodles and seafood.

Concerns surrounding not being able to utilize plastic bags in the food waste cart included sanitation and cleanliness, odor, potential rodents, birds and / or other animals attracted to the area, and increased effort or change in habit in order to comply to these new standards. This new way of food disposal also proposed questions as to how SPU would regulate and what were the implications and penalties.

Due to these concerns, many participants indicated that the notation on the marketing piece "No plastics, metal, glass or garbage" needed to have more emphasis or needed to clearly indicate "No plastic bags allowed."

The majority of the Asian community SF groups preferred the naming of the collection service to include the words "food" and "yard" rather than using the word "compost" since many did not understand the meaning. Thus, the groups preferred the following in no particular order:

"Food and Yard Waste Collection"  
"Food and Yard Collection"  
"Food / Yard Collection"

"Collection Calendar" Piece – Rates Section

Four of the five Asian community SF groups indicated they had concerns to the new services and how this would impact their rates. They voiced that they would prefer the rates to not increase. Only the Korean SF group indicated no concerns to pending new rates.

There were mixed feelings among the Asian community SF groups about the services changes and whether or not they felt it was directly beneficial to them. Some participants felt that the City was trying to implement new services to make them as convenient for them as possible while also being better for the environment. In addition, several participants realized that if they recycled more and it reduces their garbage output, there were potential cost-savings and even possibly a lower monthly bill.

However, others felt that the new services were not directly beneficial to them. Some participants indicated increased costs, more space needed to house the garbage and recycling bins and food waste disposal sanitation concerns as the top reasons for limited individual benefit. A few commented that it was contradictory that the City would "force" the public to comply with new solid waste and recycling services to benefit only the government (through increase taxpayer costs and a perception that the recyclable materials were sold as a revenue generating source for the City). The question was raised, "Why is the City charging me more if their procedures are helping them to make more money?" As a result, one suggestion was to explain what happens to the waste after it has been collected and its future uses.



### **iii) Concluding Attitudes, Feelings and Perceptions – Asian Community SF Groups**

The Asian community SF groups' initial thoughts, attitudes and feelings when hearing about changes to garbage and recycling services beginning on March 30, 2009 included the following comments and questions:

- "What kind of changes and what is their purpose?"
- "What and how much more will it cost me?"
- "Will there be improvements?"
- "Will I have to work harder?"
- "When and how often will there be pick-ups?"
- "How will I be notified?"

Upon completion of the focus group exercises, the Asian community SF groups concluded with more negative attitudes, feelings and perceptions about the new service changes rather than positive. Many participants expressed their biggest problems related to the proper way of disposal for food scraps without plastic bags, potential increases to rates, the learning process and related inconveniences, and the increased number of bins that would take up more garage space as the primary reasons. In addition, several participants felt there was not enough incentive for them to want to comply for the amount of "hassle." Conversely, they suggested that implementing a reward system would possibly make them want to actively participate (for example, lowering the cost of their bill for compliance, etc).

In addition, several participants indicated that they would feel bad about not participating in the food waste program – primarily due to the reason of no plastic bags being accepted in the food and yard waste cart.

Though the majority of participants had negative feelings, many did however support the new service changes and felt that the benefits overall outweighed any inconveniences. They acknowledged the positive efforts of the City, being socially-responsible citizens and being environmentally conscious. In addition, they indicated that they would be happy to tell friends and family about the new way of garbage and recycle collection in addition to the positives of the new program (for example, the disposal of all recyclable materials into one cart including paper, glass, aluminum cans, etc).

All participants agreed that the transition would be challenging and there would need to be a learning curve. Many expressed their concerns about allowing for enough time in advance to educate their respective Asian communities and needing to provide the materials in-language or at least notify the availability of in-language translation.

### **b) Asian Community Multi-Family (MF) Home Dweller Responses**

#### **i) Mass Advertising Concept Testing – Asian Community MF Groups**

The various Asian community MF focus groups were asked to give qualitative feedback with preliminary mass advertising concepts created by SPU staff and consultants. The mass advertising concepts included transit billboard messaging, transit billboard display and radio messaging. The participants were also asked to evaluate which version of the preliminary concepts they liked the best and reasons why.

#### Ad Concept Testing: Transit Billboard Text

Four out of five Asian community MF groups indicated Concept 3 to be the strongest sample:



Concept 3

Recycling. A new day. A new way.  
Better recycling comes to Seattle March 30<sup>th</sup>.

Many focus group participants felt the phrase, "A new day. A new way." was "catchy" because it rhymed, was engaging, and was something "easy to remember." Other supportive comments for Concept 3 included its simplicity, ease of understanding and notice to the audience that something is "new." Many felt that it would be very appropriate for a transit billboard with limited time for impressions to draw attention.

Several participants from various Asian community MF groups also had strong preferences to Concept 1:

Concept 1

Quieter trucks. More pickups. Recycle more paper, plastic, food & metal.  
Better recycling comes to Seattle March 30

Participants liked the descriptive nature of Concept 1 and for it being straight forward, though they had concerns related to its lengthiness and ability for someone to read the billboard fully on-street.

A few participants like Concept 2:

Concept 2

Recycling. Reinvented.  
Better recycling comes to Seattle March 30.

Participants liked the phrase "Recycling. Reinvented." being "catchy" and imaginative. However, many feared that it was too vague. In addition, the word "reinvented" had no direct translation into any of the Asian languages.

It is also important to note that roughly a third of the group participants were unable to read English and thus, were not able to participate in the exercise. For those participants that were unable to read English, our staff members verbally translated the concepts to respective individuals.

Concepts 4 and 5 (see Section 6.0.e) were the least favorite of the Asian community SF groups. Many participants did not grasp the messaging or its intentions. Words and phrases such as "Small is the new big..." and "Better recycling is on the horizon" were difficult to understand for many group members even during interpretation. In addition, direct translation to these respective concepts made no sense in respective Asian languages and thus was useless to gain valuable feedback.

Ad Concept Testing: Transit Billboard Creative

The Asian community MF group's preference for the strongest transit billboard creative samples were Concepts 2 and 8 (see Section 6.0.f).

Concept 2 featured a solid combination of actual graphic images of recycling plus large and bold words. Several commented on the nice color combination of blue and green which made the creative more visually appealing. Improvements could include stronger and larger graphics along with messaging that was easier to understand.

The Asian community MF group also preferred Concept 8 because they felt the cartoon characters were "cute." However, similar to the Asian community SF group, concerns were raised about the intended audience for which these cartoons would be speaking to (children)

and whether it was appropriate for general and Asian audiences. In addition, several critiques about it being too “boring” and simple were due to lack of color.

Several participants also indicated moderate preferences to Concepts 5 and 7 (see Section 6.0.f). Both were referred to being clean and simple while many made easy references to the color green in Concept 7 and its implications to recycling (green = recycling).

Similar to the Asian community SF groups, Concepts 3, 4 and 6 (see Section 6.0.f) were the least favorite among the Asian community MF groups. Many had a difficult time discerning what the graphics and images were supposed to be which caused a lot of confusion.

It is important to note that transit billboard display testing was easier to elicit feedback from non-English speaking participants from various Asian community MF groups since images are still intended to communicate messaging. However, preferences to certain billboard creative or graphics did not necessarily constitute the full understanding or comprehension of the billboard message.

#### Ad Concept Testing: Radio Messaging

The Asian community MF groups had stronger preferences to Concepts 2 and 3 rather than Concept 1 (see Section 6.0.g):

##### Concept 2

:20 Station Read

Seattle’s a national leader in recycling, and now Seattle Public Utilities is making it even better – and easier. Beginning March 30<sup>th</sup> you’ll be able to recycle more items – including food waste. Seattle residents will also have curbside collection services for electronics, used motor oil, and bulky items. Recycling in Seattle – now easier for you, better for the planet. Check your mailbox for details.

Many participants liked the additional details and description of Concept 2 more so than Concept 1. At the same time, they felt that it was just the right length, unlike Concept 3 which they thought was too long. Many thought this would be appropriate for a radio commercial due to their limited attention span.

##### Concept 3

:30 Station Read

It’s time to think outside the bin. Seattle Public Utilities is proud to announce improvements that will make recycling even easier – and better for the environment. Beginning March 30<sup>th</sup> you’ll be able to recycle more paper, plastic and metal items, plus food waste, including: meat, fish and dairy scraps. Seattle residents will also be able to put electronics, used motor oil, and bulky items out on the curb for pickup. The next stage in recycling. Easier for you, better for the planet. Check your mailbox for details.

Participants that favored Concept 3 over Concepts 1 and 2 because they felt there were more key words and sentence structure was stronger. In addition, many participants like the initial catch phrase, “It’s time to think outside the bin.”

It is also important to note that a third of the focus group participants had limited English proficiency and were not able to participate in the exercise. Interpretation was not provided for this exercise due to the time constraints and disruption to the facilitation of the focus group. Comments from the limited English speaking participants indicated that they would appreciate radio commercials on their respective Asian radio stations.

#### Other Advertising and Notification Options

The Asian community MF groups indicated additional options from which to receive information including traditional Asian media outlets including in-language print advertising through newspapers and magazines, radio and television. In addition, reporting the service changes in "hard news" on networks or mainstream publications in addition to in-language media was also noted. Other comments included reaching out to community-based groups, faith-based organizations, conducting town hall meetings and providing notices, flyers and / or newsletters to building managers would prove to be extremely helpful in spreading the word about changes to solid waste collection services.

Participants strongly discouraged any phone calls placed to individual households.

## **ii) Marketing and Communication Materials Testing – Asian Community MF Groups**

The various Asian community MF focus groups were also asked to give qualitative feedback for preliminary marketing and communication materials created by SPU staff and consultants. The marketing and communication materials included a "Where Does It Go?" piece, dumpster sticker / label, and "Curb Waste & Conserve" newsletter piece. The participants were also asked to provide their understanding of service changes (if any), important pieces of information, and anything unclear from the various marketing collateral. Finally, the participants were asked to provide comments and concerns with the "Food and Yard Waste" sections from respective pieces.

### "Where Does It Go?" Piece

Overall, the Asian community SF group participants felt the "Where Does It Go?" piece was helpful and useful. Initially, many participants were confused with the service changes in the "Where Does It Go?" piece. It took a reasonable amount of time to understand the "new" items that needed to be disposed in the various categories of "Recycling," "Food and Yard Waste Collection," and "Garbage." Once participants began reading through the piece more carefully, they began to understand and appreciate the service changes. People realized where individual pieces needed to go and felt that the marketing piece was generally helpful.

Several offered suggestions for improvement of the piece. One suggestion was to produce the piece as a one-sided sheet to allow for more ease in viewing. Participants mentioned that they would most likely paste it to their refrigerators at home and having it one-sided and magnetic would be helpful to reference the new regulations. Another suggestion to provide more clarity was to have consistent icons or logos be representative for each of the recycling dumpsters so people could reference what was on the piece with respective dumpsters. The group also indicated that it would be helpful to include culturally-sensitive Asian food within the various images since all the images and graphics were non-Asian.

However, the "Where Does It Go?" piece did present some confusion among the participants related to several items within the various sections. There were several questions surrounding whether or not there would be additional bins in their complex. Additionally, questions surrounded specific type of collection services TVs, furniture, hazardous materials and batteries. The differences between recyclable glass and non-recyclable broken glass, recyclable plastic bags and non-recyclable single plastic bags, and soiled paper or cardboard and clean paper or cardboard were also confusing to participants.

The "Where Does It Go?" piece was the only marketing collateral provided by SPU staff and consultants that was translated into the various Asian languages including Chinese (Cantonese and Mandarin), Korean, Tagalog (Filipino) and Vietnamese. Though the in-language piece was more helpful and useful to the focus group participants with limited English proficiency, participants noted several inconsistencies in the direct translation that caused some confusion.

#### Dumpster Sticker / Label Piece

The Asian community MF group in general (both the English proficient and non-English proficient participants) felt the dumpster sticker / label piece was clear and informative. The images, graphics and indication of where the respective items go provided an easy way to understand. They appreciated the fact that these stickers / labels were going to be fastened to each respective dumpster which would be extremely helpful.

Some participants indicated a need for the labels to be more detailed and include more images of the various types of recyclable or food and yard waste items. Again, there was some confusion from participants about the difference between clean and soiled paper and why they belonged in different dumpsters.

Several concerns were brought about by the Asian community MF group. One concern was the fact that no plastic bags were allowed in the food and yard waste dumpster which was directly related to convenience and sanitation. However, those with limited English proficiency would not have caught on to this if it weren't for the discussion of the items during the study so they would not have known. Another concern was related to no notification in the translated section of the sticker that there would be someone with the in-language skills to be able to speak the Asian language in case someone called the information line.

#### "Where Does It Go?" Piece – Food and Yard Waste Section

The Asian community MF groups expressed major concerns in not being able to use plastic bags to contain food scraps for disposal in the food and yard waste cart. For this very reason, many would choose not to participate (disposing of food waste into the garbage bin contained with the plastic bag) or fail to comply (disposing food scraps contained with a plastic bag in the food and yard waste bin). This was especially evident in the case where participants live in complexes with shared dumpsters and assuming a communal food and yard waste dumpster would be provided.

Many concerns surrounding not being able to utilize plastic bags in the food waste dumpster are similar to the Asian community SF groups including sanitation and cleanliness, odor, potential rodents, birds and / or other animals attracted to the area, and increased effort or change in habit in order to comply to these new standards. In addition, disposing of food scraps via paper bags is also not a desirable option since many Asian foods include soups, noodles and seafood. In addition, travel distance from the participant's residential unit to the dumpster for many of these participants require several flights of stairs or the elevator which would make disposing of leftover food scraps even more inconvenient. The group also questioned how SPU would regulate and what were the implications and penalties for failure to comply.

Some participants mentioned they would participate only if they knew the collection service would occur on a daily basis or multiple times a day. Even under this circumstance, these participants were concerned about the sanitary conditions.

Participants also voiced concerns for the relatively unnoticeable notation on the marketing piece "No plastics, metal, glass or garbage" and strongly suggested more emphasis.

#### "Curb Waste & Conserve" Newsletter Piece

All participants for the exception of one person from the Asian community MF groups had not seen the newsletter piece.

Many of the participants questioned the value of having the newsletter since they would not spend the time or did not have English proficiency to read the newsletter. Reasons as to why they would not read it relates to the newsletter being too text heavy and visually unappealing. In addition, the newsletter was mentioned to look like "junk mail," was "too plain," and does

not draw the audience to open and read. When asked if participants would wish to receive this newsletter, many of them said "no."

Several participants noticed the newsletter indicate "weekly food and yard waste collection" which they felt was too long of a wait to dump food waste. Apartment or condominium dwellers were especially concerned because they cannot keep their leftover food scraps for a week before dumping and do not have the option of leaving their scraps outside before pick-up days. As a result, the participants mentioned they would rather throw their food waste wrapped in plastic bags into the garbage.

Several suggestions for improvement to the newsletter included implementing the same brand style and guidelines as used in the mass advertising and marketing materials in the marketing piece's template. In addition, many felt the section "Ask Evelyn" was irrelevant and unclear to purpose of the piece. Participants also requested for more graphics and images to make the piece more inviting and visually appealing. Finally, inclusion of a message that indicates a sense of urgency or need such as "Read inside – new recycling law starting March 30, 2009" would draw the attention of the audience.

In addition, it is also important to note that one-third of focus group participants had limited English proficiency and were only able to look at the graphics and images on the newsletter, thus not allowing them to fully participate in the exercise. In-language translation was necessary for complete understanding of the piece. Interpretation was not provided for this exercise due to the time constraints and disruption to the facilitation of the focus group.

None of the limited English proficient participants noticed the telephone helpline for more information. Several non-English speakers mentioned they would call the helpline for more information if they knew there were interpretation services provided and that it was clearly identified in the newsletter piece.

### **iii) Concluding Attitudes, Feelings and Perceptions – Asian Community MF Groups**

The Asian community MF groups' initial thoughts, attitudes and feelings when hearing about changes to garbage and recycling services beginning on March 30, 2009 included the following comments and questions:

- "What kind of changes and what is their purpose?"
- "What and how much more will it cost me?"
- "Will there be improvements?"
- "Is this a part of the Mayor's initiative?"
- "Will the changes make things easier or harder?"
- "When and how often will there be pick-ups?"
- "How will I be notified?"

Upon the completion of the focus group exercises, the Asian community MF groups overall had mixed attitudes, feelings and perceptions about the new service changes.

Some participants felt good about the new process and being able to contribute to the betterment of the environment with a holistic mentality and the new programs "does everyone good." In addition, they indicated that they would be happy to tell friends and family about the new way of garbage and recycle collection in addition to the positives of the new program (for example, the disposal of all recyclable materials into one cart including paper, glass, aluminum cans, etc). A few participants even thought the City of Seattle was behind compared to other cities such as Portland and even their native country (South Korea) and thought the changes were "no brainers."

However, some participants were reluctant to embrace the changes due to problems related to the proper way of disposal for food scraps without plastic bags, associate increases to cost, and feelings that it is the City's responsibility to sort out the garbage rather than the individual residents themselves. Contrary to those that believed the changes were good, some questioned why it is necessary to implement these new programs to start.

All participants agreed that the transition would be challenging and there would need to be a learning curve. Many expressed their concerns about allowing for enough time in advance to educate their respective Asian communities and needing to provide the materials in-language or at least notify the availability of in-language translation.

## **5.0 Summary of Asian Marketing and Outreach Recommendations**

The focus group studies provided very useful feedback and insights to how current SPU solid waste marketing and advertising materials are received by the Asian community SF and MF groups. In addition, the study reveals details that suggest several important implications or recommendations of how SPU should market and outreach to the various Asian communities in the future. In the following are several of these recommendations:

### **a) Mass Advertising Methods and Mediums**

None of the current mass advertising samples provided by SPU staff and consultants included any in-language translation and thus, proved to be unsuccessful when communicating to the limited English proficient Asian communities. As a result, we recommend SPU staff and consultants to translate the current advertisements into in-language for the following communities: Chinese, Korean and Vietnamese. Chinese characters can be read and understood in both Mandarin and Cantonese while the Filipino community is widely English proficient and does not need in-language translation. The translated advertisements should stand alone from current English versions.

In addition, we recommend SPU staff and consultants to hire professionally certified translation professionals that have the ability to translate marketing messaging that otherwise would not have made sense during direct translation.

We also recommend SPU staff and consultants to produce in-language print advertisements to be placed in print newspapers and magazines. Of all the forms of traditional advertising mediums, in-language print advertising provides the widest exposure, reach and distribution when reaching the various Asian communities with limited English proficiency. The print advertisements should be translated in-language for Chinese, Korean and Vietnamese. Print advertisements should also be placed in Filipino community newspapers though translation is not needed since the publication is produced in English. Asian cultural sensitivity to the print advertisement designs (i.e. Asian style fonts and characters, motifs, graphics, etc) by a professionally trained design firm is also preferred.

In addition, the Korean community also has a strong preference to radio advertising as there is one local Korean radio station. Thus, of all the various Asian cultural groups, only the radio advertisement would need translation – into Korean.

We also recommend SPU staff and consultants to review the media plan and placement of the existing transit billboards. We advise that should the creative include Chinese, Korean and Vietnamese translation, they be evaluated for placement on bus routes within highly Asian concentrated neighborhoods.



There is very limited in-language television advertising reaching the Asian communities within Seattle unless purchased through digital satellite. Thus, we advise no need to create or translate a television commercial for future purposes.

Should SPU staff and consultants be unable to take any of the above mentioned steps to provide in-language or translated advertising materials to the Asian communities, we recommend the current advertising material to include more pictures and / or graphics clearly indicating the changes and messaging. Current samples do not communicate the intended message to the limited English Asian audiences. If possible, we also recommend notation that translation and / or translated materials can be available upon request. The advertisement should also indicate that should an individual call a telephone hotline or visit a website URL, translation will be available.

### **b) Marketing and Communications Materials**

All the current samples of marketing and communications materials provided by SPU and consultants, for the exception of the "Where Does It Go?" piece, were in English only. Thus, the materials proved to be unsuccessful when communicating to the limited English proficient Asian communities.

The "Where Does It Go?" piece was well-received by the Asian communities and as a result, we recommend SPU staff and consultants to translate all current and future marketing and communications materials including the "Collection Calendar" piece, "Curb Waste & Conserve" newsletter and the dumpster / label sticker piece. Recommended languages for translation are consistent with the Mass Advertising Methods and Mediums (See Section 5.0.a) including Chinese, Korean and Vietnamese. The translated materials should stand alone from current English versions.

We do not suggest that we mail or distribute these translated materials to everyone but recommend that the materials be made available upon request either through the telephone hotline or online. The materials should be distributed in additional effective outreach opportunities (see Section 5.0.c).

In addition, current marketing and communications materials need to have more identifiable notification that these translated materials are available and staffing is able to understand and receive these requests. Cultural relevance or sensitivity included in the marketing and communications materials, especially with images related to people and food is preferred.

### **c) Additional Effective Outreach Opportunities**

A primary goal of this study was to "develop recommendations for culturally-competent SPU solid waste and general marketing methods within the Asian communities in an effective, efficient and cost-effective way, ultimately improving overall SPU customer service to the Asian communities." The mass advertising and marketing and communications strategies listed above are good starting points.

However, in order to fully reach each of the respective Asian communities to ensure awareness of the pending SPU service changes and future changes, several additional outreach opportunities have been identified. These additional outreach opportunities include participation at Asian-focused cultural events, partnership-building with Asian community, professional and / or faith-based organizations and facilitation of informational sessions at Asian community town hall meetings and workshops.



Attendance at large cultural events is a good way to outreach to a large number of people within a few days. Several well-attended Asian cultural events occur on an annual basis and we recommend SPU participate as a booth vendor to distribute information and to answer questions from event goers and attendees. Should staff resources and availability become an issue, SPU may consider working with an event marketing company that would be able to "street-team" on their behalf to distribute in-language marketing materials as well as collect and gather additional data from the various Asian communities.

Given the tight timeline and introduction of new services beginning effective March 30, 2009, we recommend SPU participate in the Lunar New Year Celebration occurring on January 31, 2009 in Hing Hay Park of Seattle's Chinatown-International District and Tet in Seattle scheduled for February 6, 2009 at the Seattle Center. Both events plan to draw thousands with the Lunar New Year Celebration targeting a large Chinese population and Tet in Seattle drawing a predominantly Vietnamese audience.

In addition, the Chinese, Filipino, Korean and Vietnamese populations all have strong community, professional and / or faith based organizations that serve their respective segments. We recommend SPU build strong connections with key leaders of influence within each of these respective communities and organizations as to be able to educate, promote or bring awareness to current and future SPU projects. Press releases, notices and details on how to access in-language marketing materials should be passed on to these organizations while key leaders within these organizations may spread the information to their respective members, distribution lists and clients.

Finally, through the partnerships with key Asian community organizations, we recommend SPU facilitate workshops within each of the respective communities to educate the Asian populations on the new service changes. The workshops should be held both in English and in-language with respect to community and also provide attendees with in-language marketing materials.

Through this combination of mass advertising, in-language and culturally-sensitive marketing and communications collateral, and utilization of the above-mentioned additional outreach opportunities, SPU will have a strong comprehensive approach to communicating future service changes to the Chinese, Filipino, Korean and Vietnamese communities.

## **6.0 Appendix**

### **a) Focus Group Screener Questionnaire**

#### **Seattle Public Utilities Focus Group Recruitment Screener Cantonese Chinese Community**

We are conducting a focus group regarding the new garbage and recycling services and rates scheduled to start in April of 2009. We're interested in learning what a variety of people think about the new services and rates. The focus group will be with nine other people and the discussion will last no more than 2 hours. Light refreshments will be served, and you will receive \$75 stipend as a thank you for your participation.

1. Do you live within the City of Seattle?  
☐ Yes  
☐ No (thank and terminate)
2. Are you the adult person that is responsible for the garbage and recycling?  
☐ Yes  
☐ No (thank and terminate)

3. Which of the following best describes your housing type? Do you live in:
  - ☐ Single family house
  - ☐ Duplex, Triplex or 4-plex
  - ☐ Apartment
  - ☐ Town house
  - ☐ Condominium
  - ☐ Mobile home
4. Which of the following do you have for your garbage and recycling collection?
  - ☐ Personal cart, bins, or cans
  - ☐ Shared dumpster
5. Do you have food and yard waste recycling service?
  - ☐ Yes
  - ☐ No
6. How often do you put leftover fruit, vegetables or other food waste into your yard waste cart? Would you say: (Goal: try to recruit 8 per group who "never" do this)
  - ☐ Every week
  - ☐ Every month
  - ☐ Less than every month
  - ☐ Never
7. Do you compost your leftover fruit, vegetables or other food waste? (Goal: try to recruit 8 per group who say "no")
  - ☐ Yes
  - ☐ No
8. Do you own or rent your residence? (Goal: try to recruit at least 3 who rent their single-family home)
  - ☐ Rent
  - ☐ Own
9. How many people live in your household? (recruit a mix for both groups)
  - ☐ 1
  - ☐ 2-3
  - ☐ 4-5
  - ☐ 6 or more
10. What age group are you in? (recruit a mix for both groups)
  - ☐ 20-29
  - ☐ 30-39
  - ☐ 40-49
  - ☐ 50-59
  - ☐ 60 and over
11. Into which category does your annual household income fall? (recruit a mix for both groups)
  - ☐ Under \$25,000
  - ☐ \$25,000 – less than \$50,000
  - ☐ \$50,000 – less than \$75,000
  - ☐ \$75,000 – less than \$100,000
  - ☐ \$100,000 – less than \$150,000
  - ☐ \$150,000 or more
12. Gender (recruit half male, half female in both groups)
  - ☐ Male
  - ☐ Female

\*\*\*\*\*

## CONTACT INFORMATION

Please fill out your contact information. We will use your name and address only to schedule the focus group. After your focus group is completed, all personal information will be destroyed.

Name: (VERIFY CORRECT SPELLING) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

\*\*\*\*\*

## FOCUS GROUP PARTICIPATION CONFIRMATION AND DIRECTIONS

**Condo / Apartment Home Owner Focus Group:** **Wednesday, Nov 19<sup>th</sup> – 4:00 – 6:00 PM**  
**Single-Family Home Dweller Focus Group:** **Wednesday, Nov 19<sup>th</sup> – 6:00 – 8:00 PM**  
**Focus Group Address:** **Vegetarian Bistro**  
**668 S King St – Seattle, WA 98104**

### Will you be able to join us for this focus group?

- ☐ **Yes!** (confirm with participant on date, time and location)
- ☐ No – not interested after all (try and convince them how important their opinion is)
- ☐ No – (thank them for their time and end call)

Thank you for agreeing to participate. We look forward to seeing you!

### b) Focus Group Screener Results – In-Detail by Asian Community

SPU FOCUS GROUPS: CANTONESE																
Single-Family Home Owner / Renter				Wednesday, November 19th: 6:00 - 8:00 PM @ Vegetarian Bistro												
				Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
#	Phone	Address	Email													
1	206-200-8809	1218 S. Lander St, Seattle 98744	abcayue@comcast.net	yes	yes	single family house	personal cart, bins or cans	no	every week	no	own	2 to 3	60 and over	150k or more	male	Cantonese
2	206-697-9617	5504 32nd Ave S, Seattle 98118	rabbit_sq@yahoo.com	yes	yes	single family house	personal cart, bins or cans	yes	less than every month	no	own	4 to 5	20 to 29	25 to 50k	female	Cantonese
3	206-779-5687	5932 28th Ave S, Seattle 98107	n / a	yes	yes	single family house	personal cart, bins or cans	yes	every week	no	rent	2 to 3	40 to 49	25 to 50k	male	Cantonese
4	206-412-1345	659 S. Weller St, Seattle 98104	n / a	yes	yes	single family house	personal cart, bins or cans	yes	every week	no	n / a	6 or more	40 to 49	under 25k	male	Cantonese
5	206-779-5687	3035 Beacon Ave, Seattle 98144	n / a	yes	yes	single family house	personal cart, bins or cans	no	every week	no	rent	2 to 3	30 to 39	under 25k	female	Cantonese
6	253-332-6747	1245 17th Ave NE, Seattle 98125	level7man@hotmail.com	yes	yes	townhouse	personal cart, bins or cans	yes	never	no	rent	1	20 to 29	under 25k	male	Cantonese
7	206-228-8068	2819 S. Bateman St, Seattle 98108	n / a	yes	yes	single family house	personal cart, bins or cans	yes	every month	no	rent	2 to 3	30 to 39	25 to 50k	male	Cantonese
8	206-661-5328	210 27th Ave E, Seattle 98112	n / a	yes	yes	single family house	personal carts, bins or cans	yes	never	no	own	2 to 3	30 to 39	25 to 50k	female	Cantonese
9	206-624-8899	8504 113th Ave S, Seattle 98178	n / a	yes	yes	single family house	personal carts, bins or cans	no	every week	no	own	4 to 5	50 to 59	25 to 50k	male	Cantonese
10	206-334-1575	6015 24th Ave S, Seattle 98118	n / a	yes	yes	single family house	personal carts, bins or cans	yes	never	no	own	4 to 5	40 to 49	25 to 50k	male	Cantonese

**SPU FOCUS GROUPS: CANTONESE**

**Multi-Family Home Owner / Renter**

**Wednesday, November 19th: 4:00 - 6:00 PM @ Vegetarian Bistro**

#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible?	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	n / a	2000 14th Ave S Apt 102, Seattle 98144	n / a	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	50 to 59	75 to 100k	male	Cantonese
2	206-604-35-71	3739 s. holly park #11, Seattle, 98118	n / a	yes	yes	apartment	shared dumpster	yes	every week	no	rent	1	20 to 29	under 25k	female	Cantonese
3	206-434-0772	3739 s. holly park #11, Seattle, 98118	n / a	yes	yes	apartment	shared dumpster	yes	every week	no	rent	1	20 to 29	under 25k	female	Cantonese
4	206-390-8809	210 27th Ave E, Seattle 98112	poteitel@hotmail.com	yes	yes	condo	shared dumpster	yes	never	yes	own	1	50 to 59	150k or more	male	Cantonese
5	206-422-8221	3020 S. Portland St. #18, Seattle 98118	hikki_kiki@hotmail.com	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	20 to 29	under 25k	female	Cantonese
6	206-779-6620	303 23rd Ave S, #302, Seattle 98144	n / a	yes	yes	condo	shared dumpster	yes	never	no	own	1	30 to 39	25 to 50k	female	Cantonese
7	206-353-3288	2338 16th Ave S, Seattle 98144	n / a	yes	yes	duplex	shared dumpster	yes	every week	no	rent	2 or 3	40 to 49	under 25k	male	Cantonese
8	206-434-0771	3739 Holly Park Dr. Apt 7, Seattle, 98118	n / a	yes	yes	apartment	shared dumpster	yes	every week	no	rent	1	20 to 29	under 25k	male	Cantonese
9	206-325-6828	2000 14th ave S, Apt 101, Seattle 98144	n / a	yes	yes	apartment	shared dumpster	yes	never	no	own	4 to 5	50 to 59	25 to 50k	male	Cantonese
10	206-295-8896	1126 S. Dawson St. #8, Seattle 98108	ericatang001@hotmail.com	yes	yes	apartment	shared dumpster	yes	every week	no	rent	1	20 to 29	under 25k	male	Cantonese

**SPU FOCUS GROUPS: MANDARIN**

**Single-Family Home Owner / Renter**

**Saturday, November 22nd: 1:00 - 3:00 PM @ SLU Discovery Center**

#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible?	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	206.733.0193	1023 NE 66th St #B, Seattle 98115	angelawanghm@yahoo.com	yes	yes	townhouse	personal cart, bins, or cans	no	never	no	own	2 to 3	30 to 39	150k or more	female	Mandarin
2	206-849-7603	2140 A N 113 <sup>TH</sup> ST, Seattle 98133	CTK9884@HOTMAIL.COM	yes	yes	townhouse	personal cart, bins, or cans	no	never	no	own	2 to 3	20 to 29	50 to 75k	male	Mandarin
3	253-973-4852	2810 S. Fontance St, Seattle 98108	carlchu@gmail.com	yes	yes	single family house	personal cart, bins, or cans	no	less than every month	no	own	2 to 3	20 to 29	n / a	male	Mandarin
4	206-723-5029	2418 S. Brandon St	n / a	yes	yes	single family house	personal cart, bins, or cans	yes	every week	yes	own	2 to 3	60 and over	under 25k	female	Mandarin
5	206.769.3857	116 ME 174th St, Shoreline 98155	mark_wang@countrywide.com	yes	yes	duplex	personal cart, bins, or cans	no	never	no	own	2 to 3	20 to 29	75 to 100k	male	Mandarin
6	206-554-9970	981 22nd Ave, Seattle 98122	hockseattle.com	yes	yes	single family house	personal cart, bins, or cans	yes	never	no	own	1	20 to 29	75 to 100k	female	Mandarin
7	206-419-2781	6915 31 <sup>st</sup> St. Place South	Vicky_ren2001@yahoo.com	yes	yes	townhouse	personal cart, bins, or cans	yes	less than every month	yes	own	2 to 3	30 to 39	under 25k	female	Mandarin
8	360-909-7557	1818 NE 45th St, Seattle 98105	wic10572@gmail.com	Yes	yes	single family house	personal cart, bins, or cans	no	never	no	rent	6 or more	20 to 29	50 to 75k	male	Mandarin

**SPU FOCUS GROUPS: MANDARIN**

**Multi-Family Home Owner / Renter**

**Saturday November 22nd: 3:00 - 5:00 PM @ SLU Discovery Center**

#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible?	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	206.529.4728	505 W Roy St, Seattle 98119	andrewslu@yahoo.com	yes	yes	condo	shared dumpster	no	never	no	own	1	n / a	n / a	male	Mandarin
2	206-770-6004	566 Prospect St #101 Seattle	n / a	yes	yes	condo	shared dumpster	no	never	no	own	2 to 3	60 and over	under 25k	female	Mandarin
3	425-828-9268	819 Virginia St, Seattle 98101	huskyleon2002@yahoo.com	yes	yes	condo	shared dumpster	yes	every week	no	rent	2 to 3	40 to 49	100 to 150k	male	Mandarin
4	425-417-1685	812 NE 42nd St, #201, Seattle 98105	melody.peng@wamu.net	yes	yes	apartment	shared dumpster	no	n / a	no	rent	2	20 to 29	50-75k	female	Mandarin
5	n / a	4141 Brooklyn Ave NE, Apt 308, Seattle 98105	n / a	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	20 to 29	100 to 150k	male	Mandarin
6	206.616.0709	819 Virginia St #1802	wc125@yahoo.com	yes	yes	condo	shared dumpster	no	mever	no	own	2 to 3	30 to 39	75 to 100k	female	Mandarin
7	206-382-6170	800 Jefferson St, Seattle 98104	n / a	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	60 and over	under 25k	male	Mandarin
8	206.324.3739	1311 S Massachusetts St, Seattle 98144	n / a	yes	yes	apartment	shared dumpster	no	never	no	rent	1	40 to 49	under 25k	male	Mandarin
9	626-524-9906	8 West Aloha Street #303	yyoing@gmail.com	yes	yes	apartment	shared dumpster	no	never	no	rent	1	20 to 29	under 25k	female	Mandarin

SPU FOCUS GROUPS: FILIPINO																			
Single-Family Home Owner / Renter				Tuesday, November 25th: 6:00 - 8:00 PM @ Filipino Community Center															
				Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household ?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity			
#	Phone	Address	Email																
1	n / a	7902 5th Ave SW, Seattle 98106	n / a	yes	yes	single family house	personal cart, bins or cans	yes	never	no	own	2 to 3	20 to 29	75 to 100k	female	Filipino			
2	206-719-6247	1415 E. Jefferson St. Seattle 98122	lovejorands@aol.com	yes	yes	single family house	personal cart, bins or cans	yes	never	no	rent	4 to 5	20 to 29	50 to 75k	male	Filipino			
3	206-762-3393	2010 S.W.Thistle, Seattle 98106	efbelleza@aol.com	yes	yes	single family house	personal cart, bins or cans	yes	every week	no	own	2 to 3	60 and over	25 to 50k	n / a	Filipino			
4	206-440-0254	11028 35th Ave NE, Seattle 98125	mariefletch@msn.com	yes	yes	single family house	personal cart, bins or cans	no	every week	no	own	2 to 3	50 to 59	150k or more	female	Filipino			
5	206-261-3351	4617 47th Ave S, Seattle 98118	celis2@juno.com	yes	yes	single family house	personal cart, bins or cans	yes	every week	no	rent	2 to 3	50 to 59	25 to 50k	female	Filipino			
6	n / a	5844 NE 75th St, Seattle 98115	n / a	yes	yes	single family house	personal cart, bins or cans	yes	never	no	rent	1	20 to 29	50 to 75k	male	Filipino			
7	206-752-8584	7246 Ryan St. S, Seattle 98178	n / a	yes	yes	single family house	personal cart, bins or cans	no	every week	no	own	2 to 3	20 to 29	25 to 50k	female	Filipino			
8	206-722-5067	6808 Seward Park Ave S.	n / a	Yes	Yes	single family house	personal cart, bins or cans	no	every week	yes	own	2 to 3	60 and over	75 to 100k	female	Filipino			

SPU FOCUS GROUPS: FILIPINO																
Multi-Family Home Owner / Renter				Tuesday, November 25th: 4:00 - 6:00 PM @ Filipino Community Center												
#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household ?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	n / a	13 West Premora St. Apt 1101, Seattle 98115	n / a	yes	yes	apartment	shared dumpster	no	never	no	rent	1	20 to 29	50 to 75k	female	Filipino
2	206-491-4548	117 15th Ave S, Seattle	dvs_fcs@yahoo.com	yes	yes	condo	shared dumpster	no	never	no	rent	2 to 3	60 and over	under 25k	male	Filipino
3	n / a	4740 21st Ave NE # 102, Seattle 98105	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	20 to 29	50 to 75k	male	Filipino
4	n / a	1122 N 115th St #b309, Seattle 98133	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	1	20 to 29	50 to 75k	male	Filipino
5	206-722-9372	117 15th Ave S, Seattle	n / a	yes	yes	condo	shared dumpster	no	never	no	rent	2 to 3	20 to 29	25 to 50k	male	Filipino
6	n / a	5616 15th Ave NE, Seattle 98105	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	20 to 29	50 to 75k	male	Filipino
7	n / a	5626 15th ave NE apt 201, Seattle 98105	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	1	20 to 29	50 to 75k	male	Filipino
8	206-722-0764	Lilac Lodge, apt #311, Seattle	vilmendoza@yahoo.com	yes	yes	apartment	shared dumpster	yes	every week	no	rent	6 or more	60 and over	under 25k	female	Filipino

SPU FOCUS GROUPS: KOREAN																		
Single-Family Home Owner / Renter				Monday, November 24th: 6:30 - 8:30 PM @ Morning Star Korean Cultural Center														
#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity		
1	206-327-1928	717 N 178th St, Seattle 98133	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every week	no	own	6 or more	n / a	n / a	male	Korean		
2	206-383-0005	4313A S. 120th St, Seattle 98118	n / a	yes	yes	town house	personal carts, bins, or cans	yes	every month	no	rent	2 to 3	20 to 29	75 to 100k	female	Korean		
3	206-363-6617	12525 7th Ave NW, Seattle 98177	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every month	no	own	2 to 3	50 to 59	100 to 150k	male	Korean		
4	206-365-6859	13045 28th ave NE, Seattle 98125	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every week	no	own	6 or more	60 and over	n / a	female	Korean		
5	206-356-1668	4135 36th St SW, Seattle 98126	n / a	yes	yes	single family house	personal carts, bins, or cans	no	never	no	own	2 to 3	50 to 59	150k or more	male	Korean		
6	206-300-3880	20050 14th Ave NE, Seattle 98115	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every week	no	own	6 or more	50 to 59	100 to 150k	female	Korean		
7	206-446-5832	18202 Sonte Ave N, Seattle 98133	n / a	yes	yes	single family house	personal carts, bins, or cans	no	never	no	own	4 to 5	20 to 29	75 to 100k	male	Korean		
8	206-313-6576	5106 Greenlake Way N, Seattle 98103	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every week	no	own	6 or more	60 and over	150k or more	male	Korean		
9	206-551-7321	1912 NE 19th St, Shoreline 98155	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every week	no	own	4 to 5	30 to 39	75 to 100k	male	Korean		
10	206-574-8712	17305 1st Ave NW, Seattle 98117	n / a	yes	yes	single family house	personal carts, bins, or cans	yes	every week	no	own	6 or more	50 to 59	75 to 10k	female	Korean		

**SPU FOCUS GROUPS: KOREAN**

**Multi-Family Home Owner / Renter**

**Monday, November 17th: 6:30 - 8:30 PM @ Morning Star Korean Cultural Center**

#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible?	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	206.622.9902	83 S King St, Seattle 98104	n / a	yes	yes	apartment	shared dumpster	yes	every week	no	rent	2 to 3	50 to 59	100 to 150k	female	Korean
2	206.682.8289	1424 4th Ave #211, Seattle 98101	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	40 to 49	150k or more	female	Korean
3	206.766.9669	1513 SW Holden St, Seattle 98106	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	40 to 49	75 to 100k	female	Korean
4	206.228.7905	13000 Linden Ave N #640, Seattle 98133	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	1	60 and over	25 to 50k	male	Korean
5	206.417.9978	15033 Aurora Ave, Shoreline 98133	n / a	yes	yes	apartment	shared dumpster	yes	every week	no	rent	4 to 5	30 to 39	100 to 150k	male	Korean
6	206.417.6366	4200 Mary Gates NE #S-233, Seattle 98105	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	30 to 39	50k-75k	male	Korean
7	206.367.5663	1540 NE 177th St, #13, Shoreline 98155	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	1	60 and over	under 25k	female	Korean
8	206.766.9484	6955 Delridge Way SW #B103, Seattle 98106	n / a	yes	yes	apartment	shared dumpster	yes	less than every month	no	rent	1	60 and over	25 to 50k	male	Korean
9	206.365.2585	15214-C Aurora Ave N, Seattle 98125	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	50 to 59	150k or more	female	Korean
10	206.417.0392	1750 NE 145th St #313, Shoreline 98155	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	1	60 and over	under 25k	female	Korean

**SPU FOCUS GROUPS: VIETNAMESE**

**Single-Family Home Owner / Renter**

**Saturday November 15th: 3:00 - 5:00 PM @ SLU Discovery Center**

#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible?	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	206-725-1887	5331 18th Ave S, Seattle 98108	tranhthai@allstat.e.com	yes	yes	single family house	personal cart, bins, or cans	yes	every week	yes	own	6 or more	40 to 49	25 to 50k	female	Vietnamese
2	n / a	716 23rd Ave S #B, Seattle 98144	hinhqt@yahoo.com	yes	yes	duplex	personal cart, bins, or cans	no	never	no	rent	6 or more	30 to 39	25 to 50k	male	Vietnamese
3	206-768-1007	937 SW 99th St, #201	hoavani@gmail.com	yes	yes	duplex	personal cart, bins, or cans	no	never	no	rent	2 to 3	20 to 29	under 25k	male	Vietnamese
4	n / a	6746 18th Ave S.W., Seattle 98106	yuh1@yahoo.com	yes	yes	single family house	personal cart, bins, or cans	yes	never	no	own	4 to 5	30 to 39	100 to 150k	male	Vietnamese
5	n / a	5331 18th Ave S, Seattle 98108	tranhthai@allstat.e.com	yes	yes	single family house	personal cart, bins, or cans	yes	every week	yes	rent	6 or more	30 to 39	25 to 50k	male	Vietnamese
6	206-422-8946	2221 Viewmont Way W, Seattle 98199	hoavani@u.washington.edu	yes	yes	single family house	personal cart, bins, or cans	yes	never	no	rent	2 to 3	20 to 29	under 25k	male	Vietnamese
7	206-753-7428	9149 7th Ave. S, Seattle 98108	pknguyen83@gmail.com	yes	no	single family house	personal cart, bins, or cans	yes	never	no	own	4 to 5	20 to 29	75 to 100k	female	Vietnamese
8	206-768-1007	2221 Viewmont Way W, Seattle 98199	thnguy@microsft.com	yes	yes	single family house	personal cart, bins, or cans	yes	never	no	rent	4 to 5	20 to 29	under 25k	male	Vietnamese
9	206-324-8058	815 18th Ave Seattle, 98122	thuvan98122@msn.com	yes	yes	single family house	personal cart, bins, or cans	yes	every week	no	own	4 to 5	50 to 59	50 to 75k	female	Vietnamese
10	206-229-9331	5459 17th Ave SW, Seattle 98106	n / a	yes	yes	single family house	personal cart, bins, or cans	yes	every week	no	own	6 or more	20 to 29	25 to 50k	female	Vietnamese

**SPU FOCUS GROUPS: VIETNAMESE**

**Multi-Family Home Owner / Renter**

**Saturday November 15th: 1:00 - 3:00 PM @ SLU Discovery Center**

#	Phone	Address	Email	Q1 - Do you live in the city of Seattle?	Q2 - Are you the adult responsible?	Q3 - Housing Type	Q4 - Type of garbage and recycling collection	Q5 - Do you have food / yard waste recycling service?	Q6 - How often do you put leftover food waste into your yard waste cart?	Q7 - Do you compost your leftover food waste?	Q8 - Do you own or rent?	Q9 - How many people live in your household?	Q10 - What age group are you in?	Q11 - HH Income	Q12 - Gender	Q11 - Ethnicity
1	206-218-9816	1883 E Yesler Wy Apt A, Seattle 98122	thanh.tang@yahoo.com	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	20 to 29	under 25k	male	Vietnamese
2	205.955.7485	1115 S Atlantic St #10, Seattle, 98104	n / a	yes	yes	apartment	shared dumpster	yes	never	no	rent	2 to 3	20 to 29	25 to 50k	female	Vietnamese
3	206-383-3787	4700 8th Ave NE, Seattle 98115	dpnguyen11@gmail.com	yes	yes	apartment	shared dumpster	yes	every week	yes	rent	2 to 3	20 to 29	under 25k	male	Vietnamese
4	206-465-1762	3321 14th Ave S, Seattle 98144	misslantran@gmail.com	yes	yes	apartment	shared dumpster	yes	never	no	own	4 to 5	20 to 29	100 to 150k	female	Vietnamese
5	206-324-6656	1714 1/2 S Dearborn St, Seattle 98144	n / a	yes	yes	duplex	shared dumpster	no	never	no	rent	2 to 3	40 to 49	under 25k	female	Vietnamese
6	206-329-8167	1883 E Yesler Wy Apt A, Seattle 98122	thanh.tang@yahoo.com	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	60 and over	under 25k	female	Vietnamese
7	206-329-8167	1883 E Yesler Wy Apt A, Seattle 98122	thanh.tang@yahoo.com	yes	yes	apartment	shared dumpster	no	never	no	rent	2 to 3	60 and over	under 25k	male	Vietnamese
8	206-683-2548	300 10th Ave A 204, Seattle 98122	bio2hazard@hotmail.com	yes	yes	condo	shared dumpster	no	never	no	own	1	30 to 39	75 to 100k	male	Vietnamese

### c) Single-Family Home Dweller Moderator's Guide

#### Seattle Public Utilities Single Family **WITH** Yard Waste Focus Group Moderator Guide

##### I. Introduction (10 minutes)

- [Moderator introduces herself/himself.]
  - [Explain:] A focus group is a group discussion where we can learn more in-depth about peoples' ideas and opinions (compared to telephone or written surveys).
  - My job is to facilitate the discussion and make sure that everyone has an opportunity to speak **and to make sure that no one dominates the conversation.**
  - Housekeeping – Toilets and refreshments.
  - [Mention ground rules.]
    - There are no right or wrong answers; we're interested in your honest and candid opinions and ideas.
    - Our discussion is totally confidential. We will not use your names in any report.
    - Our discussion today is being recorded. These recordings allow us to write a more complete report, and to make sure we accurately reflect your opinions. However, please only speak one at a time, so that the recorder can pick up all your comments.
    - That is a one-way mirror behind me and a couple of my colleagues are observing our discussion
    - It is important to tell us YOUR thoughts, not what you think others will think, or what you think others want to hear.
    - Please turn off cell phones
    - Your stipend will be provided as you leave.
    - Relax and enjoy
  - We're going to spend our time today talking about some changes to garbage and recycling collection services and rates for Seattle residents. Any questions about the purpose of our focus group or the ground rules before we begin?
- I'd like you each to introduce yourselves. Please tell us:
- Your first name
  - Where do you live
  - Where do you put your leftover food scraps? Do you put them in the yard waste cart, trash or garbage disposal, or do you compost them?
  - Who takes out the trash at your house?

##### II. Initial Attitudes Toward Service Changes (5 minutes)

1. What are the first things you'd be thinking and feeling if I told you that starting after March 30<sup>th</sup>, 2009 SPU is changing their collection services.

##### III. Ad Concept Testing (20 minutes)

2. Provide each participant with text of **5 ads** and **10 transit ads**. Have them individually read and complete the **Ad Rating Form**, indicating what they like and dislike about each ad. Then have them individually rank order the ads on the form. Tally the #1 rankings and open up to discussion on why those preferences

##### IV. Notification Process (10 minutes)

Some of you have already heard about the upcoming changes in your utility newsletter or in the news. There will be new stickers on your garbage can telling you if you have a new collection day. How else do you want to be notified and learn about all of these changes? Why those methods? (Probe on mailings, online, calls to household, advertising (newspaper/radio, TV) other.)



## V. Understanding of Service Changes (20 minutes)

3. Provide participants with copy of the Curb Waste & Conserve newsletter and ask them to individually read the following sections:

- It's No Garbage Anymore
- March 30, A New Day, A New Way

Ask participants what single newsworthy item catches their attention most. Why?

Have them individually write on the piece things that are not clear, that are missing, or which concern them. **NOTE: THERE IS A TYPO in the COLLECTION SERVICES START MARCH 30-Electronic Collection article.** Give a "kudo" to the participant who spots it first!

Then discuss what is not clear, what is missing, and what is a concern on these sections of the newsletter. What could be done to improve these sections of the newsletter?

4. Provide participants with copy of Collection Calendar piece (SF1) and ask them to individually read the following sections:

- Recycling calendar
- Collection guidelines
- Collection services

Have them individually write on the piece things that are not clear, that are missing, or which concern them.

Ask individuals in the group if they know:

- What are the changes in service compared to now?
- How frequently is food waste collected?
- What day is their new collection day?
- What day will be their first recycling day?

5. Discuss what they had written indicating what is not clear, what is missing, what is a concern on these sections of the SF1 piece.

6. What could be done to improve these sections of the piece?

**ASK CLIENT IF THEY HAVE ANY ADDITIONAL QUESTIONS AT THIS POINT**

## V. Understanding What's Recyclable and Where it Goes (15 minutes)

7. Provide participants with copy of Where Does It Go piece (SF3)

**TAKE ITEMS FROM THE SNACK TABLE**, and ask individuals/the group if they know such things as:

- Where the deli tray goes?
- Where do paper plates go?
- Where do napkins go?
- Where do utensils go?

Ask group to compare SF3 and SF1. Are these useful? If so, which ones would they keep and what would they do with them?

Ask them to pass in the piece with their comments on them.

## VI. Food and Yard Waste (15 minutes)

8. How is your yard waste service changing? What is changing from the services you currently have?

- How often is food waste collected?
- What new things can go in the cart? Will you put the new items in YOUR cart? Why or why not?
- Will participants change their level of service?

9. Provide participants with **Yard/Food Waste Name Ranking Form**. Then tell them -- SPU will be collecting grass clippings, branches, weeds, as well as all food items and food soiled paper products. The material will be sent to Cedar Grove Composting to be made into compost for lawns and gardens. Please rank order the following names on your form. Tally the #1 rankings and open up to discussion on why those preferences

- Compost collection

- Composting
- Food and yard waste collection
- Food and yard collection
- Food/Yard collection

10. Is there a better term to use? Why or why not? What would that term be? Why is it better?  
Which word should go first- food or yard?

Ask them to pass in the piece with their comments on them.

### **VIII. Rates (10 minutes)**

11. Ask participants to look at SF1 handout again, and turn to the page titled "Services and Rates"  
Do you feel the new changes you've seen in solid waste collection services a benefit to you?  
Why or why not?

12. Given the rate options you see and thinking about all of the service changes we've discussed,  
will you change the level of service you currently have?

Please pass back the document with your notes.

### **IX. Attitudes Towards Service Changes Now (10 minutes)**

13. Provide participants with **Word Bubbles form** and ask them to individually write down what  
they **think**, what they **feel**, and what they would **say** to someone else about the service  
changes starting in April 2009 now that we have had or discussion. Then open up to discussion  
and write common themes on flip-chart. [Listen for and probe on hot button issues and  
misunderstandings.]

14. Ask individuals what is the most important thing they need to know on March 30?

15. Ask individuals to look at the transit ads again. Now that they know what the changes are  
going to be, would they change their original opinion of the ads? Which ones do they like  
more, less?

Please pass back this document.

### **XX. Wrap Up (5 minutes)**

16. Ask client if they have any other questions they want asked.

17. Any other comments that you would like me to pass on to the city of Seattle?

## **d) Multi-Family Home Dweller Moderator's Guide**

### **Seattle Public Utilities Apartment Dwellers Focus Group Moderator Guide**

#### **I. Introduction (10 minutes)**

- [Moderator introduces herself/himself.]
- [Explain:] A focus group is a group discussion where we can learn more in-depth about  
peoples' ideas and opinions (compared to telephone or written surveys).
- My job is to facilitate the discussion and make sure that everyone has an opportunity to  
speak **and to make sure that no one dominates the conversation.**
- Housekeeping – Toilets and refreshments.
- [Mention ground rules.]
  - There are no right or wrong answers; we're interested in your honest and candid  
opinions and ideas.
  - Our discussion is totally confidential. We will not use your names in any report.

- Our discussion today is being recorded. These recordings allow us to write a more complete report, and to make sure we accurately reflect your opinions. However, please only speak one at a time, so that the recorder can pick up all your comments.
- That is a one-way mirror behind me and a couple of my colleagues are observing our discussion
- It is important to tell us YOUR thoughts, not what you think others will think, or what you think others want to hear.
- Please turn off cell phones
- Your stipend will be provided as you leave.
- Relax and enjoy
- We're going to spend our time today talking about some changes to garbage and recycling collection services and rates for Seattle residents. Any questions about the purpose of our focus group or the ground rules before we begin?

I'd like you each to introduce yourselves. Please tell us:

- Your first name
- Where do you live

## **II. Initial Attitudes Toward Service Changes (5 minutes)**

18. What are the first things you'd be thinking and feeling if I told you that starting after March 30<sup>th</sup>, 2009 SPU is changing their garbage, recycling and food and yard waste collection services.

## **III. Ad Concept Testing (20 minutes)**

19. Provide each participant with text copies of 5 transit ads and 10 visual transit ads. Have them individually read and complete the **Ad Rating Form**, indicating what they like and dislike about each ad. Then have them individually rank order the ads on the form. Tally the #1 rankings and open up to discussion on why those preferences
20. Read the 3 radio ads out loud. Provide each participant with text copies of 3 radio ads. Have them individually complete the Radio Ad Rating Form, indicating what they like and dislike about each ad. Then have them individually rank order the radio ads on the form. Tally the #1 rankings and open up to discussion on why those preferences.

## **IV. Notification Process (10 minutes)**

21. Are transit and radio ads good ways to let people know things are changing? How else do you want to be notified and learn about all of these changes? Why those methods? (Probe on mailings, additional dumpster labeling, online, advertising (newspaper/radio, TV) other.)

## **V. Understanding What's Recyclable and Where it Goes (20 minutes)**

22. Provide participants with copy of Where Does It Go piece (SF3) and ask them to individually read and write on the piece things that are not clear, that are missing, or which concern them. (Ask them to prioritize the top concern – if any)  
Ask individuals in the group if they know:
- What are the changes in service compared to now?
23. Discuss what they had written indicating what is not clear, what is missing what is a concern on the SF3 piece
24. What could be done to improve the SF3 piece?

Ask them to pass in the piece with their comments on them.

25. Show large versions of dumpster stickers(s) and provide participants individual copies. Have them individually review the sticker(s) and write on the piece any things that are not clear, that are missing, or which concern them. Then open up to discussion regarding what would improve the sticker(s).

26. Ask if the pieces just reviewed provide a good understanding of the service changes. Why or why not? Probe on:
- Where does glass now go?
  - Where do plastic bags go?
  - Where do cell phones go?
  - Where do deli trays go?
  - Where does aluminum foil go?
  - Where do fruit and vegetables go? (Discover if they are aware if their building has food and yard waste service).
  - How does used motor oil and electronics collection work?

#### **V. Building Manager/Owner Impact (5 minutes)**

27. Do the apartment building managers/owners influence how solid waste is handled in your buildings?
28. Do you have any tips about that? How can tenants work with the managers/owners?

**ASK CLIENT IF THEY HAVE ANY ADDITIONAL QUESTIONS AT THIS POINT**

#### **VI. Food Waste (20 minutes)**

29. Refer participants to the food and yard waste section of "Where Does It Go" piece and ask them to individually read and write on the piece those things REGARDING FOOD WASTE that are not clear, that are missing, or which concern them. Discuss what is not clear, what is missing, what is a concern on this section of the piece?
30. What could be done to improve this section of the piece?
31. Ask for show of hands as to how many would be interested in food waste service. Probe on reasons for and against using the service.
32. If you wanted to start food waste service in your building what would you do and what resources would help?

Ask them to pass in the piece with their comments on them.

#### **VI. Curb Waste & Conserve Newsletter (20 minutes)**

33. Ask, unaided, if they get this newsletter. Then show them the newsletter and ask again if they receive it. Of those who do, do they read it? Probe on why or why not.
34. Ask if there is anything in particular they like about the newsletter. Then pass out copies of the newsletter and let them briefly review. Then probe on what they like and don't like.
35. Having reviewed the newsletter, is this something you would want to receive or continue to receive? Probe on why or why not.

Ask them to individually read the following sections:

- It's No Garbage Anymore
- Where Does it Go?

Have them individually write on the piece things that are not clear, that are missing, or which concern them.

Then discuss what is not clear, what is missing, and what is a concern on these sections of the newsletter. What could be done to improve these sections of the newsletter?

36. Did these sections provide important new information? What was it and why was it important?

#### **VIII. Attitudes Towards Service Changes Now (10 minutes)**

37. Provide participants with **Word Bubbles form** and ask them to individually write down what they **think**, what they **feel**, and what they would **say** to someone else about the service changes starting in March 2009 now that we have had or discussion. Then open up to discussion and write common themes on flip-chart. [Listen for and probe on hot button issues and misunderstandings.]

What is the most important thing about the changes on March 30? What do they need to know to be ready?

Please pass back this document.

**IX. Wrap Up (5 minutes)**

38. Ask client if they have any other questions they want asked.

39. Any other comments that you would like me to pass on to the city of Seattle?

**e) Transit Billboard Text – 5 Concepts**

Concept 1

Quieter trucks. More pickups. Recycle more paper, plastic, food & metal.  
Better recycling comes to Seattle March 30

Concept 2

Recycling. Reinvented  
Better recycling comes to Seattle March 30.

Concept 3

Recycling. A new day. A new way.  
Better recycling comes to Seattle March 30<sup>th</sup>

Concept 4

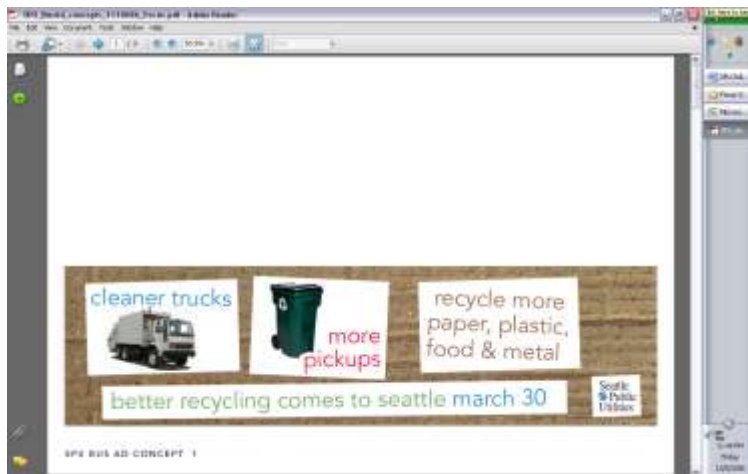
Better recycling is on the horizon  
March 30- Recycling gets a remake.

Concept 5

Small is the new big...  
Better recycling comes to Seattle March 30

**f) Transit Billboard Creative – 9 Concepts**

Concept 1



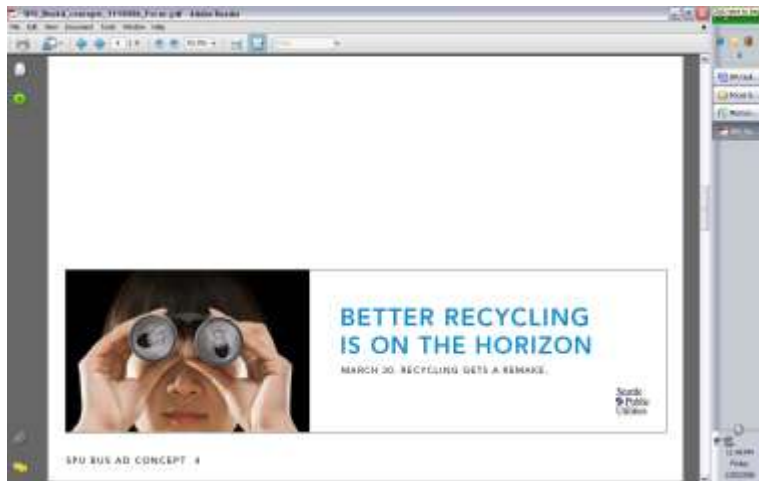
Concept 2



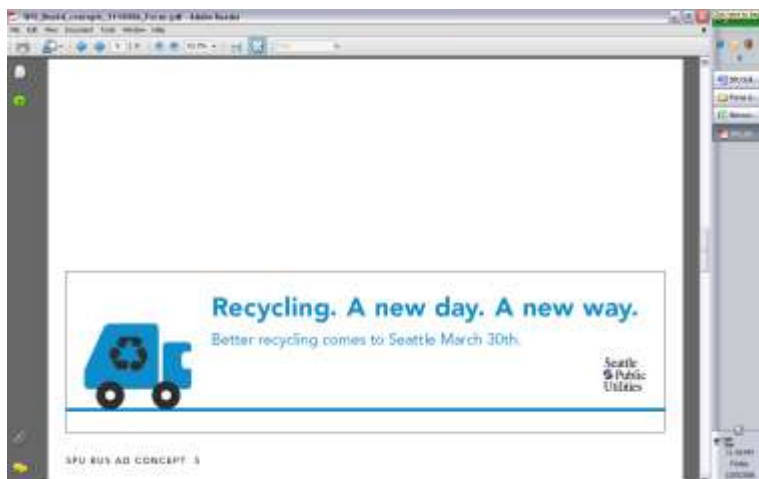
Concept 3



Concept 4



Concept 5

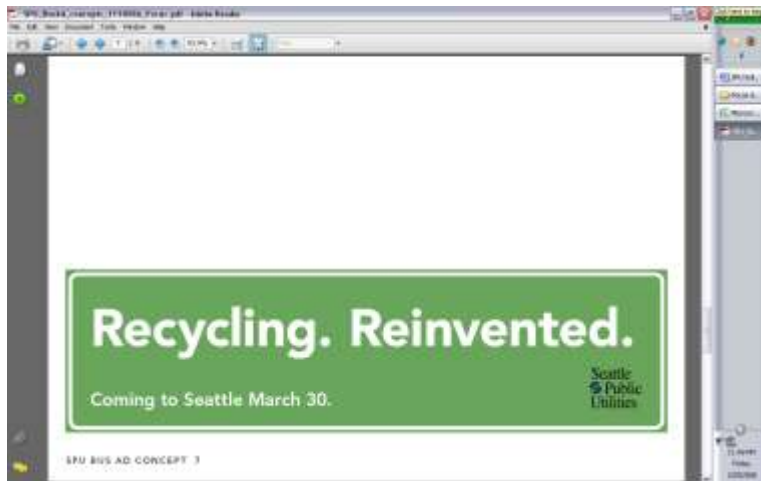


Concept 6





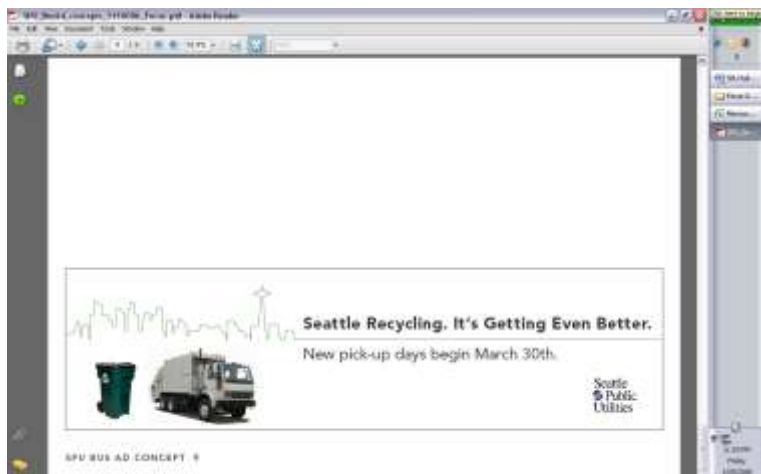
Concept 7



Concept 8



Concept 9



## g) Radio Advertisement – 3 Concepts

### Concept 1

:15 Station Read

Seattle Public Utilities introduces the next stage in recycling. Beginning March 30<sup>th</sup> Seattle residents will enjoy recycling services that are easier, more convenient, and better for the planet. Check your mailbox for details.

### Concept 2

:20 Station Read

Seattle's a national leader in recycling, and now Seattle Public Utilities is making it even better – and easier. Beginning March 30<sup>th</sup> you'll be able to recycle more items – including food waste. Seattle residents will also have curbside collection services for electronics, used motor oil, and bulky items. Recycling in Seattle – now easier for you, better for the planet. Check your mailbox for details.

### Concept 3

:30 Station Read

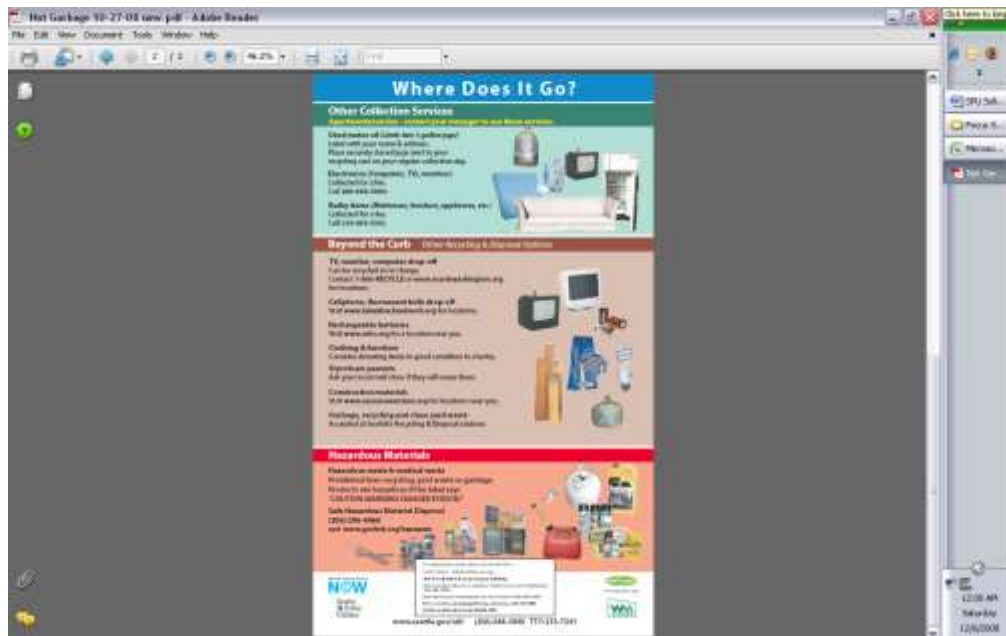
It's time to think outside the bin. Seattle Public Utilities is proud to announce improvements that will make recycling even easier – and better for the environment. Beginning March 30<sup>th</sup> you'll be able to recycle more paper, plastic and metal items, plus food waste, including: meat, fish and dairy scraps. Seattle residents will also be able to put electronics, used motor oil, and bulky items out on the curb for pickup. The next stage in recycling. Easier for you, better for the planet. Check your mailbox for details.

## h) "Where Does It Go?" Piece

Front



Back



**i) "Collection Calendar" Piece**

Only hard copy samples were provided. Please contact us for available copies.

**j) "Curb Waste & Conserve" Newsletter Piece**

Only hard copy samples were provided. Please contact us for available copies.

**k) Dumpster / Sticker Label Piece**

Only hard copy samples were provided. Please contact us for available copies.

**7.0 Acknowledgements**

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**Sinae Cheh**  
**Thao Nguyen**

Morning Star Korean Cultural Center  
Tet in Seattle